THE Dublishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXXV

JANUARY 13, 1934

NO. 2

COMING MARCH 19 \$3.00

THE MOST spectacular BOOK OF THE YEAR

The Fool Of Venus

The Story of Peire Vidal

by George Cronyn

COVICI · FRIEDE Publishers · 386 Fourth Avenue, New York City
In Canada—George J. McLeod, Ltd. Toronto

* Of, or pertaining to, or of the nature of, a spectacle or show; adapted or intended to excite wonder and admiration by unusual display, as of pomp or scenic effects—Webster's Dictionary



66 by Phyllis Bentley

Author of

INHERITANCE

to be published Feb. 6th, price \$2.50 ??

A MODERN TRAGEDY

That is all the data necessary to inform wide-awake dealers of a book which will bring the custom and appreciation of hundreds of buyers. To add to those hundreds, we have launched a promotion campaign as thorough as any in our history, and including:

- 1. Sustained advertising in newspapers and magazines of national circulation, to begin ten days before publication.
- 2. A series of three unusual posters in color, designed to (a) build up advance orders; (b) support the initial drive; (c) hold continuing sales.
- 3. A special portfolio of material for use in window and counter displays.
- 4. Imprinted postcards, circulars, "stickers" for mail matter... the usual dealer helps, but (we assert) unusual in effective design.
- 5. A perfect tie-up with a ten-week's speaking trip of the author which will carry her to most of the larger cities.

Have You Received Your Promotion Material and First Stock Shipment? If not, wire at once to

THE MACMILLAN COMPANY

60 FIFTH AVENUE, NEW YORK

THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St., New York City. Subscriptions \$5; Canada \$7.50; Foreign \$6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1934 by R. R. Bowker Co. London, D. H. Bond, 329 High Holborn W.C.1.

OH OH III

MYRON BRINIG

AUTHOR OF "SINGERMANN"

• A human, lovable story, in the spirit of ONE MORE SPRING: about a delicatessen shopkeeper for whom the world bursts brightly the day his wife announces she is about to bear him a son. OUT OF LIFE is the story of the awakening of this man through an extravagant emotional orgy. MYRON BRINIG is one of the finest of the younger American writers. This is his most powerful book. January 22, \$2

FARRAR & RINEHART
9 East 41st St., N. Y.

Getting Off to a Flying Start!

Flash!

Third printing (total 13,500 copies)
Nordhoff's and Hall's MEN AGAINST
THE SEA* and second printing Bell's
BREDON AND SONS ordered before
publication!

Flash!

Donald Gordon gives AAA ratings to three of Little, Brown & Company's January books:

MEN AGAINST THE SEA

By Charles Nordhoff and James Norman Hall

BREDON AND SONS

By Neil Bell

THE GALLOWS OF CHANCE (Jan. 26)

By E. Phillips Oppenheim

Flash!

"The Retail Bookseller" joins "The American News of Books" in hailing THE GALLOWS OF CHANCE as the best Oppenheim novel in a long time.

Flash!

Little, Brown & Company's sales conference swept away by chances of Clifford's TOO MANY BOATS. (February 16, \$2.00)

Printing increased from 3000 to 6000 copies!

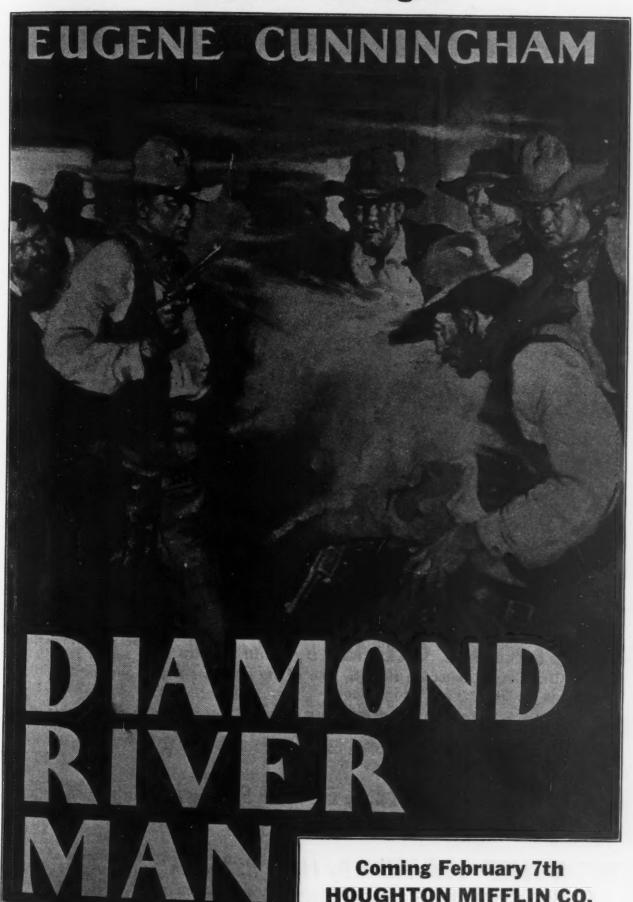
Advertising increased from \$850 to \$1150!

Flash!

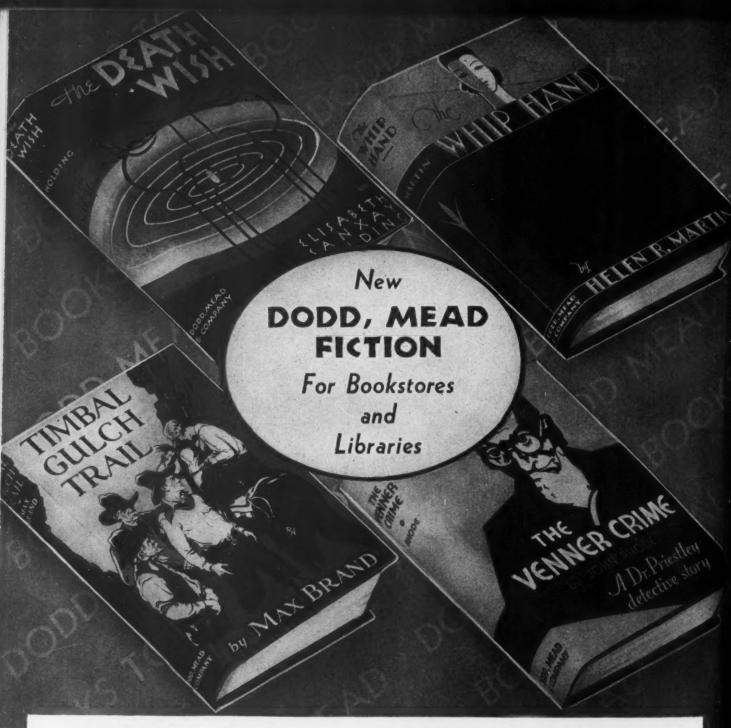
French publisher of Céline's JOURNEY TO THE END OF THE NIGHT (Apr. 16) writes: "Pardon the error in my last letter. The sale in France of Céline's book is not 95,000, it is 195,000."

★Fourth printing on press.

By the author of "Buckaroo" and "Riders of the Night"



c



4 GOOD BOOKS By AUTHORS THEY KNOW!

THE VENNER CRIME By John Rhode Author of "Dr. Priestley A new Dr. Priestley detective story by one of the best established and most reliable authors in the field. A Red Badge book.

TIMBAL GULCH TRAIL By Max Brand Author of "The Outlaw" A galaxy of carefree, quick-shooting cowmen, a rough and tough Western town-

\$2.00 Max Brand at his best!

THE DEATH WISH By Elisabeth Sanxay Holding "Miasma", etc. A penetrating psychological murder story, with a unique surprise in the closing chapters. \$2.00

THE WHIP HAND By Helen R. Martin "From Pillar to Post" A modern romance, peopled with Pennsylvania Dutch characters, for which the author is famous.

Money-mad Chicago



...a very maelstrom of madness in which lust for money and power were like dragons, driving men to incalculable ambitions and follies...

DRAGONS DRIVEYOU

By EDWIN BALMER

Against this stirring background is unfolded a gripping story of a young woman reaching for happiness, losing it in the confusing and swift world

A tense and timely romance, woven about the mood and events that led to the dramatic social upheaval which ushered in the New Deal.

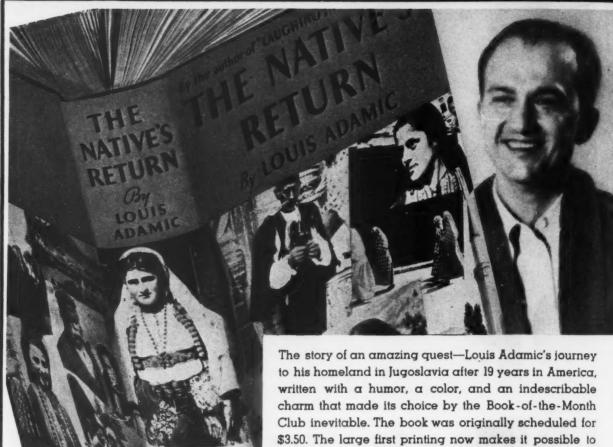
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Ready January 17th

\$2.00

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WEEKLY THE BOOK MOVERS



"Dear Publishers' Weekly:-

As a boy in the retail store at Indianapolis I looked upon you with awe. As I grew older and spent many years on the road your familiar face on the desk of almost every buyer cheered and sustained me. In the many, many years I have known you I have observed you grow younger and more virile. Still achieving, still pursuing, you are ever the joy of the publisher,, the steadfast staff of the retailer."

JOHN J. CURTIS . BOBBS MERRILL 1857-1931

To the Book Trade of America we dedicate our continued efforts to aid retail bookselling, to bring joy and assistance to publishers and to cheer and sustain their traveling representatives.

The Publishers' Weekly.

Through
THE
PUBLISHERS'
WEEKLY

Through THE PUBLISHERS' WEEKLY all the agencies and individuals interested in the movement of books keep prompt tab on books, plans, ideas and news useful in the promotion of store, stock, library and service. Issued so frequently as once each week, the WEEKLY tends to keep alert and informed all who wish to market and distribute books. Reaching each great section nearly simultaneously the "P.W." sets off similar trains of thought and action. This is of the essence of good selling.

Publisher, traveler, retailer are all one in the family of selling, and good selling demands that each shall know fully the details of merchandise, plans and dreams.

Your trade journal is a rostrum for you. In its pages your ideas and theories may find expression, your problems and grievances be set before your fellows. Through discussion and publication the family of book movers becomes more enthusiastic and more appreciative of a common set of business ethics and procedure.



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to the fore as a book-buying community.

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MINUTE STORIES OF GREAT EXPLORERS

(Already Published)

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MINUTE STORIES OF THE OPERA
GLIMPSES OF AMERICAN HISTORY
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WASHINGTON
MINUTE STORIES FROM THE BIBLE

BRIEF BIRD BIOGRAPHIES
MINUTE GLIMPSES OF AMERICAN CITIES
MINUTE EPICS OF FLIGHT



VIKING SPOTLIGHTS FOR THE SPRING

> The Literary Guild Selection for March

I WENT TO PIT COLLEGE

by Lauren Gilfillan

A college girl goes to a mining town—learns of a life she didn't know existed—writes her personal story with terrific force.

Coming March 1st

\$2.50

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VIKING SPOTLIGHTS

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Pungent narrative of his Chicago days and nights by the brilliant young author of "Union Square."

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DURANTY REPORTS RUSSIA

by Walter Duranty

Thrilling record of one of journalism's greatest feats—Duranty's twelve years in unrecognized Russia as reported day by day to The New York Times.

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An omnibus volume of thirteen new novelettes and stories. Some of the finest work from the creator of "Marie Antoinette."

STEFAN ZWEIG

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\$3.00

WHILE ROME BURNS

by Alexander Woollcott

Woollcott's huge magazine and radio audiences await this volume from the favorite raconteur of our time. Limited edition of 500 copies at \$6.00.

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\$2.75

THE OPPER

by LION

The dramatic story of a modern Jewish family in Germany today.

\$2.50

MANNS

FEUCHTWANGER

A novel of tremendous scope, significance and power. We expect it to be 1934's biggest book.

Coming March 19th

VIKING SPOTLIGHTS FOR THE SPRING

THEY ALL SANG

by Edward B. Marks



A priceless record of forty song-filled years. The world of popular music from Tony Pastor to Rudy Vallee. Intimate views of the stars of yesterday and today—how they lived—what they sang—in the lively memoirs of a music publisher. Over 200 photographs, songs, programs, etc.

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\$3.50

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> HOSPITAL MURDERS by MEANS DAVIS

Death perched permanently on Bed 11, Medicine Clinic B Ward, Elijah Wilson Hospital. Patients who came to that bed might have no more than a cold, but each one died overnight —and the staff of a great medical center found itself faced with the terrible fact of murder in its midst! ¶When we'd read five pages of this baffling, breath-taking murder story, we knew we'd found the mystery we've always wanted to publish. It's our first venture in this field, and we know we're giving readers something new in mystery fiction, written by an author who has built a fascinating background of daily hospital routine from his own experience in a famous hospital, and who spins a tale of relentless murder and secret crime detection that will delight the fans who think they know what's coming next! \$2.00.



If our travellers are unable to reach you in time with samples of these books, we will accept mail orders at regular travellers discounts up to January 29th.

RK

If you want to be fascinated . . .

THE SPIDER IN THE CUP

by JOSEPH SHEARING

J. B. Priestly says: "Joseph Shearing can put more color and atmosphere into a sentence than any writer I know." His story of precisely beautiful Lavinia Pierrepont, under whose cold perfection runs the blood taint of her worthless parents, is a horror masterpiece of dramatic character portrayal, as powerful as The Turn of the Screw. \$2.00.

If you want to see an age pass in review . . .

FAREWELL VICTORIA

by T. H. WHITE

A novel that is a rare fusion of history and fiction, a new Cavalcade. With no flag-waving, with no jingoism, the Victorian era passes before your eyes, to be supplanted by the age of chaos—today! Yet this transition is made as personal and intimate as your own life, through the story of Mundy, who was born to the security of mid-Victorian days and who lived well into the perils of our time. \$2.00.

These are January 29th books from HARRISON SMITH and ROBERT HAAS, Inc. 17 East 49th Street, New York

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HERE is the

thrilling first mystery

of both an author and a publisher.

* From the jacket of "The Hospital Murders" — see next page

BUSINESS IS BETTER!

Here's the best news we've given out in three years.

In December every department in our shop bested its budget by a good margin. No spectacular one book or accident just a steady rise.

And the upward swing is continuing.

Up through January 9th, the day this advertisement goes to press, every department is running well ahead of the first nine days of 1933—38 departments, supporting 1,132 people.

And now on

JANUARY 24

work of ART by SINCLAIR LEWIS—his most popular novel since ARROWSMITH—never serialized—never submitted to a book club. Check your original order. Remember, you re-ordered half again as many as you first bought within two weeks after ANN VICKERS was published. Doubleday, Doran

3 PUBLISHERS MAKE AN ANNOUNCEMENT

New York, N. Y. January 10, 1934

To the Trade-

THE GOOD EARTH is one of the best sellers of all time. Since its publication, nearly three years ago, we have maintained its original \$2.50 price and have continued to advertise it to the public.

At the time of the publication of Mrs. Buck's new novel, The Mother, we have decided to entrust popular priced editions of The Good Earth to two reprint houses simultaneously—Grosset & Dunlap and The Modern Library. We are confident that you will favor both of these publishers with the same full measure of support which over a period of three years has so greatly helped to establish Mrs. Buck as a novelist of universal appeal.

With the publication this month of The Mother, we begin an extensive advertising campaign which will continue to keep this author's name before the American reading public. This promotion, in addition to the promotion of Grosset & Dunlap and The Modern Library, will make 1934 a banner year for the works of Pearl Buck.

Very truly yours,
THE JOHN DAY COMPANY

"THE GOOD EARTH" IS THE BIGGEST

OF IMPORTANCE TO ALL BOOKSELLERS!

Ready February 1st

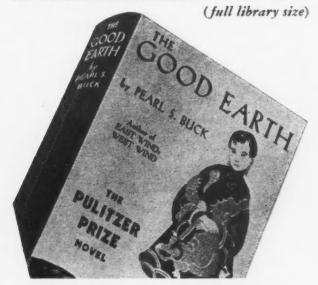
in the MODERN LIBRARY



The Modern Library edition of "The Good Earth" will be printed from the same fine, new plates that have been used in recent printings of the John Day edition. A slight sacrifice of margin space, and the selection of a thin, though completely opaque paper, will make the Modern Library edition of Mrs. Buck's fine novel, like the 215 other titles in the series, pocket size.

"We hope that "The Good Earth" will prove our contention that Modern Library books and G. & D. Novels of Distinction in no sense compete with one another. Both lines have their own markets. Both can be featured simultaneously by every bookseller.

"THE GOOD EARTH WILL BE VOLUME NUMBER 2 IN THE MODERN LIBRARY READY FEBRUARY 1st AT 95c A COPY in the G.&D. DOLLAR EDITION



We wish to express our appreciation to the John Day Company and to Mrs. Buck for their permission to bring out at the very start of what we firmly believe will be a more prosperous year for bookselling, a Dollar Reprint of The Good Earth.

In the way of format, wrapper, endpapers, etc., we have frankly and unashamedly imitated the fine, large, handsome original John Day edition as nearly as possible.

Advance orders are exceeding even our most sanguine expectations, and point to a runaway sale for The Good Earth.

The Date—February 1st The Price—One Dollar

GROSSET & DUNLAP

Publishers NEW YORK

FICTION REPRINT SINCE 1930!

Violence is more than ever part of human life today



This is an ovel of struggling, loving, hating people, an account of tumultuous events that might happen to anybody!

TTAKES place amid the bombs and ambushes of the Irish terror of 1922. It is the story of Kerry Sutton, who might be any sensitive, attractive young man, anywhere, but because he happened to step in the path of a motor lorry in Dublin, he found himself swept into a revolution.

From this point the novel crashes through scenes of bloodshed and violence, but as Kerry Sutton is slowly involved in a way of life with which he has no sympathy, and falls in love in the midst of horror, it is interspersed with moments of dramatic beauty and peace. It is a story of what is

happening, not only in Ireland, but all over this twentieth century world. Its author, Rearden Conner, draws from events he has witnessed a powerful, human story that will be understood, talked about, and read by thousands. Literary Guild selection for February, \$2.50.

SHAKE HANDS with DEVIL

Coming Feb. 2nd — and published by Morrow

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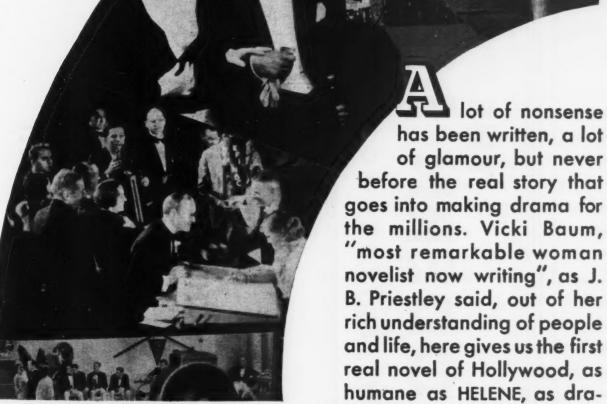
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WC

VICKI BAUM'S

novel of the real

HOLLYWOOD



A studio at work, courtesy M-G-M.
Additional pictures by World Wide Photos

FALLING STAR

matic as GRAND HOTEL . . .

COMING FEB. 14-\$2.00-DOUBLEDAY, DORAN

LIBRARY Spring, ew Titles for MODERN

No. 2

THE GOOD EARTH

(February Publication)

By PEARL BUCK

No. 45

THE MALTESE FALCON

(March Publication)

By DASHIELL HAMMETT

No. 51

GOD'S LITTLE ACRE

(April Publication)

By ERSKINE CALDWELL

No. 92

THE COMPLETE WRITINGS OF

(May Publication)

By FRANK NORRIS

THE PIT

THUCYDIDES THE CRAWLEY TRANSLATION

The finest history of Greece during the Pelopoppesian War

THE COMPLETE WRITINGS OF

The finest history of Greece during the Peloponnesian War, complete in one volume

(June Publication)

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By JAMES BRANCH CABELL

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number of people who have no more time, inclination, or room for trash, and who now demand the best in literature at the lowest possible price.

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"Life is the pursuit of a Chimera . . . something gleaming in the distance that one sees but cannot touch."

We chose "Chimera" as our first book for three outstanding reasons.

First, its qualities of readability and reality. Second, the charm of its characters.

Third, the high entertainment value of its story.

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FA

THE author of THE PRODIGAL DUKE packs a wealth of humor, romance and drama into this rollicking story of a seven-passenger, share-expense tour from New York to Los Angeles. The passengers are a lovely girl who's forsaking rural stock companies for Hollywood; a prominent banker's son who's been sent West on thirty dollars to sober down; a small-time blackmailer; a nun; a comfortably over-fed couple from Iowa with a lust for popcorn and oranges; and a quixotic newspaper man with a flair for comedy. JANUARY 22, \$2.00

BY RICHARD HOFFMAN

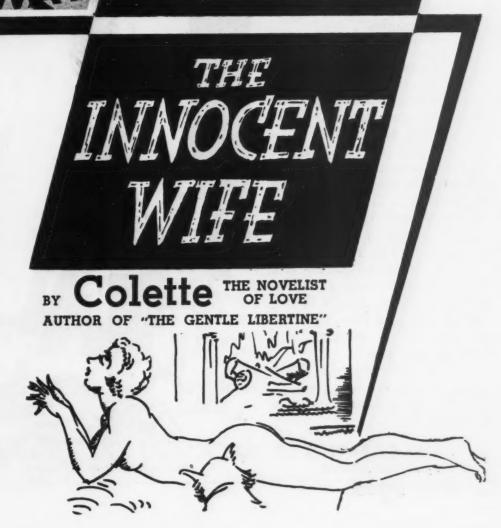
WATCH THE CURVES

THE seductive story of a young woman who THOUGHT she was happily married, until... Until her husband went away on a trip, and left her in the care of some friends. What happens is brilliantly told by Colette in the manner of THE GENTLE LIBERTINE. This will undoubtedly be one of Colette's most saleable books. With some spicy illustrations by J. O'H. Cosgrave, 2d. JANUARY 30, \$2.00

FARRAR & RINEHART

9 East 41st Street

New York



"This is the first novel the publishers have issued since that phenomenal seller 'Magnificent Obsession'. In the opinion of this reviewer Burris Jenkins' novel is a better book than is the novel of Mr. Douglas".

-Kansas City Journal-Post.

"The story opens with a scene in the office of the 'Seminole Sentinel' the night of Harding's election. Thirteen years the action proceeds down to the present and all the troubled years are reflected in the lives of the characters.. There are some lighter moments but the emphasis is on a new social structure. The novel's love interest is provided by the children of Bronze, publisher and politician and Weld, sociologist and liberal, complicated by a young communist agitator".

-Kansas City Times.

These early reviews from Kansas City are a tribute to the author in his own town.

"HAND OF BRONZE" by BURRIS JENKINS





Burris Jenkins Scores 'System' in "HAND OF BRONZE"

The reader suspects the author is Writing about Kansas City there are not many towns of "nearly a million" between the Mississippi and the Rocky Mountains.

Actually Jenkins is not writing about any particular city. He is Writing about the HERE and NOW of every city.

Considered only as a story "HAND OF BRONZE" is a mighty good one. Its characters are alive. What they do makes a stirring plot. What they say is lively conversation. When they fall in love they fall hard.

But through the texture of the tale runs one increasing purpose: the sick world needs some remedy much more fundamental than pills and powders of codes and commissions.

The story begins in aper Mine 12

We all have seen election night from the outside of a newspaper office in terms of bulletins and lantern-slide projections. Here we see it from the inside—actual, authentic, with all the emotional tension of the occasion heightened by the fact that young "Chris" Weld, cub reporter, chooses this night to ask Big Bill Bronze, owner of the paper, for the hand of his daughter.

Big Bill Bronze, character of contradictions, dominates "Seminole," city of "nearly a million." Whether his fingers in closing upon their objective choke out life matters not. Loved and hated at the same time he is typical of the inner ring of the fifty or seventy big business men said to be the real rulers of America in the 1920's.

This is a book of our own time and place—one destined for a very wide and enthusiastic audience.

Order "Ha-Burns



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200 Fifth Ave. NEW YORK, N. Y.



Books that Live

W. W. NORTON & COMPANY, INC.

From our spring books, the three listed below will be advertised and promoted for a wide and general audience. Note them for any spring listings or recommendations you plan. And mark your calendars for window tie-ups.

JULIA NEWBERRY'S SKETCH BOOK

BY TRACY D. MYGATT. St. Valentine's Day, February 14. Quite as charming as JULIA NEWBERRY'S DIARY (now in its 9th printing) with the same fascinating appeal. \$2.50

The MYSTERY of the CAPE COD TAVERN

By Phoebe Atwood Taylor. February 26. Asey Mayo's most puzzling case. The real thing—good for 10,000 sale. \$2.00

A GUIDE TO CIVILIZED LOAFING

By H. A. Overstreet. March 29. Mr. Overstreet, whose earlier books now top 100,000 sales, is unquestionably the man to write the book on the new leisure. \$2.00



THE WHITE OAK LIBRARY

Selected books of cultural interest for American readers, offered at a moderate price, in a new and distinguished format. The first White Oak books are ART IN AMERICA, THE GOLDEN DAY, STICKS AND STONES, and THE MEANING OF A LIBERAL EDUCATION.

As always, you will find in our spring list other new Norton books published with definite audiences in mind. Send for our special 10th Anniversary catalogue, designed by T. M. Cleland, and plan to take advantage of our 10th Anniversary promotion.

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What is the OXFORD GROUP

by
The Layman with a Notebook

THE BOOK THAT ANSWERS THIS QUESTION TO THE FULL

Thousands of persons everywhere are asking: What is the Oxford Group? What is this movement which is sweeping the world, gathering adherents with increasing momentum, and recasting men's lives? What is its purpose? Its methods? Its results?

This book answers those questions—explicitly, simply, authoritatively. It is a Primer of the Oxford Group, for those who want to know about it, written as L. W. Grensted says in the introduction, "in a form at once so systematic and readable, that I believe it may be used very widely to help others to understand that fellowship better."

The interest is tremendous for a book of this kind in America.

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This is the most outrageous book Thayer has ever written, more powerful than Thirteen Men, more unabashed than Call Her Savage, more daring than Thirteen Women. He gives the human race everlasting life, and the story of Dr. Arnoldi, and a reporter, and a beautiful, passionate woman is exactly what you would not expect to take place in a world where no one dies.

DOCTOR ARNOLDI

by

TIFFANY THAYER

With jacket and end papers by Steele Savage, \$2.50. Coming

March 15th

JULIAN MESSNER

Incorporated, 8 W. 40 St., N. Y.



SOSKIN

IN THE NEW YORK AMERICAN

The readers of William Soskin's column of book criticism, "Reading and Writing," which has appeared in the New York Evening Post for the past five years, may follow his sound and witty analysis of current literature daily in the New York American beginning January 15th.

Appearing on the "page opposite" along with such writers as Frank Sullivan, Clarence Day, Ogden Nash, Rebecca West, Charles Hanson Towne, Aldous Huxley, G. K. Chesterton, Emil Ludwig, and Will Cuppy, Mr. Soskin's critical comments will now reach a vast audience of the readers of Hearst newspapers in many cities.

«READING AND WRITING» daily in the

NEW YORK AMERICAN

"Fantastic!" said Superintendent Wilson of the Yard, when he entered the Blakeway case. But then he found the empty rum bottle on the dust-bin and the bloody secret of the END OF AN ANCIENT MAR-INER began to unfold. You'll thrill to the new detective novel by the Coles, famous alike for their mysteries* and their classic works on economics. ** Ready February 7 and the Crime Club Selection for the Month. On February 14 watch for RICHARDSON'S SECOND CASE by Sir Basil Thomson, former head of Scotland Yard, whose first detective novel*** went through 3 large editions. • And on February 28 a new discovery, LONDON CALLING, by Val Gielgud and Holf Marvell, a murder mystery with bloodshed, radio and the Yard in one glittering cavalcade of excitement. • \$2 each. Three more titles which further enhance the Crime Club's prospects for its most successful year, in sales and in distinguished detective fiction — a season significantly begun with Helen Reilly's mystery hit, McKEE OF CENTRE STREET (2nd big ptg.)

* Death of a Star and other successes

* * Intelligent Man's Guide to World Chaos and other successes

*** P.C.Richardson's First Case (3rd Edition)

THE CRIME CLUB, INC.

GARDEN CITY, N. Y.

Gertrude Stein's

THE MAKING OF AMERICANS

On February 8 a great American novel, which everyone has heard of, which very few have been able to obtain, which the thousands of readers of "The Autobiography of Alice B. Toklas" are waiting for, will make its first popular American appearance.

Curious that a novel which has been read by so few, which is considered an indestructible part of American literature, should have been so long finding a way to its proper audience!

The wise and witty "Autobiography" had the honor of blazing the trail. There Gertrude Stein spoke out in no uncertain manner. There, in the cool and limpid sequences of her disarming prose, many many readers found ample testimony for the contention of the few—"Gertrude Stein is a great writer."

"The Making of Americans" is the story of an American family, of their descendants and their friends. To the rank and file of the "Alice B. Toklas" market, it will be the most exciting literary adventure of the year.

Remember February 8, the publication date. And it is also the date of the Hartford, Conn. opening of Gertrude Stein's opera, "Four Saints in Three Acts," with music by Virgil Thomson. Double-barrelled publicity on "The Making of Americans" and on the opera will be nation-wide, for the double-starred date will interest the entire artistic world.

PROMOTION MATERIAL. Imprinted circulars in quantities of 100 or more, will be made to your order, announcing the publication of "The Making of Americans." They can be most effectively used on your "Toklas" lists. Send for the 11" x 17" poster and plan a display to tie in with our advertising and publicity.

FEBRUARY 8-500 PAGES, \$3.00

SUGGESTION: Be sure to have "The Autobiography of Alice B. Tokkas" in stock, too.

It will be advertised prominently.

THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

JANUARY 13, 1934

An Advertising Catechism

The Hows and Whys of What's Wrong with Book Advertising

ANONYMOUS

What's wrong with book advertising? Too much waste circulation and no repeat sales.

What do you mean by waste circulation? The price of advertising space in any paper or magazine is based on its total circulation but only a fraction of its readers are potential customers for most of the books advertised as shown by the fact that the average book sells less than two thousand copies. For example, the New York Times Book Review (certainly one of the best of all mediums) has a circulation of nearly 750,000 and a rate of about \$1.25 an agate line—a space onefourteenth of an inch high by two inches wide. To pay this rate to reach nearly threequarters of a million people and then use the space to advertise a book with a probable total sale of two or three thousand is as wasteful as though 999 out of every thousand circulars sent out were incorrectly addressed and never reached their destination. And this is true in varying degrees of every newspaper and magazine of general circulation. A toothpaste manufacturer, on the other hand, can afford to pay for three-quarters of a million circulation because nearly all these people buy tooth paste. Now see how this works out. A publisher pays \$100 for a three by four inch space in the Times to advertise a \$5.00 book of which he hopes to sell altogether 3,000 copies. If one-third of all the people who may buy the book are Times' readers, he is paying \$100 to reach 1000 potential customers. If one per cent of the prospects buy the book he has sold ten copies

at a total net price of \$30 and a selling cost of 333 per cent. The toothpaste manufacturer, however, advertising a 50-cent tube in the same space at the same cost and selling the same percentage of his prospects would sell 7500 tubes at a total net price (figured at the same 40 per cent discount) of \$2250 and a selling cost of only .044 per cent, in spite of the fact that his article sells for only one-tenth of the publisher's!

What do you mean by repeat sale?

If a man buys a certain toothpaste and likes it he keeps on using it, but a man does not keep on buying the same book. If ten per cent of the toothpaste purchasers in the paragraph above get the habit of buying that particular brand to the extent of ten tubes a year, the manufacturers' selling cost will have been reduced in five years to approximately .0075% while the publisher's is still 333% less a problematical figure representing the sales that may have resulted from the recommendations of the ten original purchasers.

Why, then, does the publisher continue to advertise?

To get authors and keep them. No literary agent would give his mss. to a publisher who did not advertise and few authors would stay with him. This has always been an important factor; it is vital today when New York advertising statistics are published regularly where they can be seen by many authors and all agents. A publisher will have few best sellers so long as agents can say to him, "Ten publishers advertised more than you did in

New York last year. Why should I give you first chance at my best material when you don't push your books?" Publishing being a fiercely competitive business, we have, in other words, the paradoxical spectacle of publishers spending most of their profits in an insane but essential attempt, not to sell their products, but to get them!

Since, then, the publisher must continue to waste money in advertising how can he minimize the wastage?

By concentrating advertising as far as practical in New York City and refraining from speculative advertising off the beaten track. When he advertises in New York—even if not one sale results—his advertising has performed a valuable function merely by being seen and by increasing his comparative lineage. When he experiments in out-of-the-way media, and can trace no results, the money has surely been wasted.

Are there any indirect returns that can be expected from book advertising?

Two. It encourages papers and magazines to maintain review departments which help make the public book conscious. And it influences the bookseller who is much more likely to recommend and display books in which the publisher has demonstrated his confidence by a large advertising expenditure.

Is there any way the indirect return can be increased?

By preparing the advertising at the beginning of the season and giving proofs and plans of the campaigns to the salesmen to use as selling points in getting larger advance orders. It must be borne in mind, however, that it takes an expenditure of at least a thousand dollars to impress the bookseller and consequently this can be done only with leading books.

Is there any way by which direct returns can be increased?

Yes. By concentrating the bulk of the advertising each season on the few books which might become best sellers and giving these enough of a campaign to make some impression on the reading public and booksellers. For when a book becomes a real, top-of-the-list best seller, the publisher approaches the

happy situation of the toothpaste manufacturer mentioned at the beginning of this article—almost everyone is a potential customer and his advertising has a chance of paying for itself.

Why isn't this always done?

From the quaint belief that every book must have some advertising. As a result of this notion books, of which a modest edition could be sold out at no expense and with a small profit to the publisher, are loaded down with an advertising charge too small to sell any copies but large enough to put the book in the red. Even more melancholy is the fact that the poor deluded publisher overprints the book under the impression that the three or four hundred dollars he plans to spend for advertising will move the stock. And most melancholy of all is the diversion of a part of his budget from books that might be made to sell. The great tragedy in publishers' advertising is the amount of money spent each year on campaigns that stop before they have made any impression. It's only by repetition that advertising registers on the mind, and if the advertisements are too small, repetition is of no use, for the ads won't be seen, particularly today when small ads are put down at the bottom of the page.

In other words you recommend doing nothing for any books except the top liners?

On the contrary, I recommend studying each book as a separate enterprise and giving it only such advertising as seems likely to be productive—and no more. For books with a concentrated market, circularizing principally; for good westerns, trade promotion and a little extra money spent on the jacket (most people that buy them don't read book pages so what's the use of advertising them); for secondary fiction, nothing at all, they are not worth a large appropriation and a small one will put them into the red without producing sales; for juveniles put the money into format on the theory that people buy them mostly on their looks. For most other books, concentrate the advertising in the two or three papers or magazines most likely to be read by people who would buy that particular book, giving the preference, other things being equal, to papers in New York where the ads will be seen by literary agents.

Any exception?

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One. Don't be afraid to overadvertise a promising young author even if he doesn't sell: you're building for the future and if you don't keep him satisfied some other publisher will grab him and reap the reward.

Why put the advertising in two or three media instead of spreading it around?

It's the old army game—concentration on the key point instead of dispersal over a wide front. If you are spending a thousand dollars in ten papers and magazines it's all gone in one ad and no impression made. By putting it all in two places you can have a big enough campaign to make a real dent. Then if the book catches on and starts selling you will be able to make an additional appropriation—if your advertising is on a percentage basis, as it should be—and transfer the campaign to another paper, continuing to do this for as long as the book keeps on.

Any exceptions?

Again, one. If you're launching a top flight best seller with an appropriation of five thousand dollars or more, you can afford to make a simultaneous attack all along the line, particularly if it's by a well-established author so that you only have to announce the book instead of selling it.

How about list ads?

Sometimes useful; usually overdone. A careful analysis of circularizing returns shows that a circular offering a number of different books almost never produces as many orders as a circular offering a single book or set of books, except at Christmas or in the case of rare or bargain books. The reason is obvious. Few people are sufficiently book-minded so that they will scan a list of books in the hope of finding something they can buy. As a matter of fact, they don't want to buy. They have to be sold and where the selling pressure is diffused over a whole list of books, it's not so likely to succeed as when it's concentrated on a single item. This applies to advertising as much as to circularizing. Particularly falacious is the idea that half a dozen weak sisters, none of which are strong enough to stand by themselves, can be grouped together into a selling ad. The money thrown away each year on this misconception would provide a comfortable home for every indigent publisher. The best thing that can be said for list advertising is that it is an extremely easy way to build your lineage figures up to impressive totals; the worst, that it is an equally easy way of squandering a lot of money that might be put to profitable use.

Why, then, does every publisher continue to use them?

Partly custom, partly sloth, partly the belief that it makes good prestige advertising for the house, partly the "menu" principle of offering something for every taste (an excellent idea if you're advertising to people who want to buy books), partly desire to give every book a swing.

Any rules to govern list advertising?

First, as anyone can tell by experimenting with himself, the eye is not caught and held nearly as well by a group of similar items as by a single outstanding item. Consequently a good list ad will have one featured book to attract the attention or else each book in it will be given large enough space and type to look like a special ad. Second, list ads should be concentrated as far as possible in media whose readers may be presumed to have special interest in the books advertised. A list ad of the right kind of books in the Saturday Review, New Republic, or Atlantic Monthly is reasonable. A list ad of historical books in the Historical Review or of bird books in Bird Lore is plain common sense.

What cross must the advertising man bear?

The layman's lack of understanding of the technical nature of the advertising profession. The man who would not dream of contradicting his doctor, lawyer, or architect seldom hesitates to lay down the law on matters of advertising. Three cases out of many suggest themselves as typical examples of how the layman errs.

1. It seemed reasonable to advertise a successful war book in the American Legion Monthly with a direct-by-mail appeal and a coupon. If only one per cent of the readers bought it, 8000 copies would be sold at a cost of only \$1200 for a full page. The advertising expert said not more than five or-

ders would come in. Actually just three persons ordered it of whom one returned the book and one never paid for it. The magazine people were so amazed they offered another page free if they could write copy. This second page produced not one single order.

- 2. The Woman's Home Companion seemed a logical medium for a practical book on cooking. Yet the advertising man declared an expensive couponed ad would bring in not one order. It didn't.
- 3. The Saturday Evening Post Ten Thousand Dollar Campaign was the most spectacular recent illustration. Advertising experts said the results would not come within miles of the cost. They were right.

The reason in each case was the same. The advertising was done in places where people were not accustomed to see book ads, to people who were not accustomed to buy books. In short, the publishers violated the cardinal rule of advertising—that you can't sell books profitably except to people who are in the habit of buying them.

To sum up?

1. Study each book as a separate problem. Figure out just who will be most likely to buy it and just how you can best reach them and then concentrate your attack there instead of trying to sell everyone at once.

- 2. Don't waste money on little campaigns that die before they've made a dent.
- 3. For a medium-sized campaign, use one or two papers at a time so you can have ads large enough to be seen and often enough to be remembered. Better have a hundred thousand people see your ad three times than three hundred thousand see it once!
- 4. Don't advertise your doubtful fiction unless it catches on. If the reviews don't sell it you can be sure a couple of small ads won't.
- 5. Have your biggest ads a week or two after publication. They will be much more effective as a follow-up for the reviews than if they come out in the same issue.
- 6. Whenever you plan a campaign, tell the booksellers about it by *factual* advertising in the trade magazines.
- 7. In circularizing always make small test mailings first, no matter how sure you are. And bear in mind that a letter, particularly if it's illustrated and planographed, will usually pull in better returns in proportion to its cost than a printed circular.
- 8. Put your advertising where it will be seen by authors and agents. If it sells books, it's so much velvet.
- 9. And finally:—remember that a real, topof-the-list best seller is an exception to all rules—even the rule that book advertising doesn't pay.

This article has proved very stimulating to a number of friends of the Weekly who were shown advance proofs. Several of them have taken up the cudgels with the author on this highly controversial subject and we shall have the pleasure of printing their replies within two or three weeks. Among those who are answering are Wallis E. Howe, Jr., of the George A. McDevitt Co., Harry Apeler of the New York Herald Tribune, A. Milton Runyon of Schwab & Beatty, Bernice Baumgarten of Brandt and Brandt and William H. Wells of Denhard, Pfeifler and Wells. The Weekly is anxious to hear from anyone who is moved to joy or anger after reading this Catechism.

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Four Brilliant Years

WHEN INGALLS KIMBALL DIED last October, his publishing days were forty years past, and it was as the former head of the Cheltenham Press and as an authority on unemployment insurance that his passing was noted in the press, yet few men have made so brilliant a mark in book publishing and none has matched the youthful competence of that famous partnership of Stone & Kimball. At the age of nineteen Ingalls Kimball, with his classmate Herbert Stone, was a publisher of consequence; at the age of twenty-three Kimball had retired permanently from the field; the Stone & Kimball imprint ceased, but on nearly a hundred books it remains a mark of editorial distinction and tasteful production, one of the few imprints which ho'ds collectors' interest, even to the most minor

When the story of American book publishing in the '90's is written, as it well deserves to be written, the records of the young and imaginative publishing enterprises will make brilliant pages. It is an interesting coincidence that there died within a month of each other the junior members of the two most significant of those firms, Ingalls Kimball of Stone & Kimball and Frederick Holland Day of Copeland & Day. As an altogether inadequate story of the first named firm, but a memorandum which may be of interest to the young publishers of today, this brief record is put down.

In any story of Stone & Kimball it is impossible to disentangle the respective contributions of the two partners. They were classmates and close friends, both came from backgrounds of culture, both had a taste and enthusiasm for book production. When they dissolved the partnership, Kimball continued the imprint for another year and Stone then started, in the following year, another firm in Chicago, Herbert S. Stone & Company. That firm would supply a separate publishing story with its successful conception of the House Beautiful magazine and the great publishing successes of Shaw's Plays, James' "What Maisie Knew," McCutcheon's "Graustark," Fletcher's "Menticulture," Ade's "Fables," etc. Herbert Stone, whose father was Melville Stone, famous head of the Associated Press, was lost on the Lusitania.



Ingalls Kimball

Some time earlier his publishing assets had to be sold to others.

But it is the earlier firm and the superb record of 1895-96 which is called to mind by the passing of Ingalls Kimball. His name he sometimes signed "H. Ingalls Kimball" but never, we think, "Hannibal Ingalls Kimball," the name with which he was christened. His father, however, made the full name well known. Ingalls was born in Newton, Massachusetts, April 2, 1874 while the family was temporarily resident there. The family came from Maine. His father had earlier built up a carriage-making business in New Haven, had gone south for his health and threw his fortunes in 1866 with the growing city of Atlanta, where he established a cotton factory. His capacity for trade organization led to his taking an active part in the planning of the World's Fair, and his son served in 1893 as secretary when his father was Chairman of the Board of Judges of the Department of Lib-

Kimball had entered Harvard at the early age of sixteen in the class of '94, where he met Herbert Stone, whose early inventiveness in the realm of publishing ideas was evident in his compiling and publishing

PRAIRIE SONGS

BEING CHANTS RHYMED AND UNRHYMED OF THE LEVEL LANDS OF THE GREAT WEST BY HAMLIN GARLAND WITH DRAWINGS BY H. T. CARPENTER



CAMBRIDGE AND CHICAGO PUBLISHED BY STONE AND KIMBALL IN THE YEAR MDCCCXCIII

An early Stone & Kimball publication, printed at University Press, Cambridge, and bearing Cambridge and Chicago imprints

from Cambridge in 1893 "First Editions of American Authors: a Manual for Booklovers" with an introduction by Eugene Field, who was then at the height of his popularity among Chicago booklovers. By fall of that year when both were seniors, the imprint of Stone & Kimball was established for a program of general publishing and the enterprise was carried on from the college dormitory. A few years ago when we mentioned to Kimball that Santayana's "Sonnets" with his imprint had brought a high price at auction, he remarked, "Why, I can remember when the whole first printing was piled under my bed in the dormitory."

The atmosphere in Cambridge and Boston which stimulated the boys toward this publishing enterprise must have been rich with new ideas, for out of this same impulse developed the imprints of Copeland & Day, Lamson Wolfe & Company (also undergraduates) and Small, Maynard & Company, while, in nearby Portland, Thomas Mosher reached by quite a different road the same goal.

Kimball and Stone belonged to a group who styled themselves "The Pewter Mug Associates" who met at the Bell-in-Hand and other taverns and whose gatherings also drew Bruce Rogers, Bertram Goodhue, Jim Bowles, Willard Small, Wolfe and Lamson. A Cambridge coffee room also supplied a congenial gathering place, as Kimball writes in the introduction to the Grolier Club's "Book Decorations of Bertram Goodhue," "Goodhue, if my memory serves, was one of the little group which included C. G. D. Roberts, Bliss Carman, Harrison Rhodes, Herbert Stone and myself, who sat around an old oil cloth covered table at the Holly Tree Coffee rooms in Cambridge one evening in May '94 waiting for the first sheets of the Chap Book to come from the printer."

As the format of the Stone & Kimball books was so great an asset to the house, the important influence of Bertram Goodhue on several publishing enterprises should be recalled. Goodhue was prodigal with his ideas

An Adventurer of the North

BEING A CONTINUATION OF THE HISTORIES OF "PIERRE AND HIS PEOPLE," AND THE LATEST EXISTING RECORDS OF PRETTY PIERRE

GILBERT PARKER

NEW YORK STONE & KIMBALL MDCCCECVI

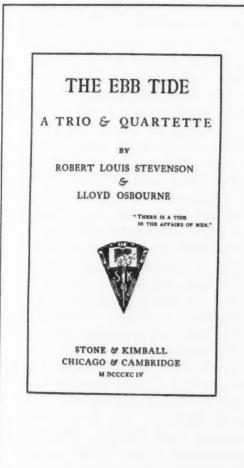
The New York imprint after Kimball had taken over the Stone share of the business.

Printed at University Press, June, 1896

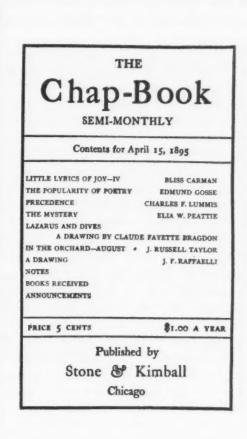
and touched with his sure taste many of the books of Copeland & Day and Small, Maynard as well as those of Stone & Kimball, designing, too, the Merrymount type which Updike used on his monumental altar book.

Kimball always gave Goodhue full credit for the production of the Cheltenham type, the most widely used font of recent years, but Mitchell Kennerley, who lived with Kimball in New York, says that Kimball conceived and outlined the features and characteristics that were to be embodied in the type and Goodhue made the drawings. Neither would take the responsibility for any font of Cheltenham except the original 11 point.

The interest of the young firm in the niceties of bookmaking was especially significant because they matched format so competently to text, and in the names of those whom they called to their aid there is a forecast of the present era of bookmaking in-



First American edition of "The Ebb Tide." Printed at University Press, May, 1894



Typical cover page of The Chap-Book

Beside Bertram Goodhue, Bruce Rogers was in the roster. Bruce Rogers did the cover design for the first edition of Gilbert Parker's "When Valmond Came to Pontiac," Will Low did the frontispiece for Parker's "Lover's Diary," Will Bradley did many book decorations and covers, as on Tom Hall's "Hearts Are Trumps," Beardsley did a series of illustrations for the large paper edition of Poe, while Albert Sterner supplied the series for the trade edition; Beardsley also supplied the frontispiece for Yeats' "Land of Heart's Desire," and in the first issue of the Chap-Book, May, 1894, the editor writes, "I should not be surprised to see Beardsley our greatest satirist since Hogarth." Frederic Goudy printed the Chap-Books at the Camelot Press in Chicago; and the talents of Claude Bragdon, John Sloan, Gardner Treall, Frank Hazenplug, Louis Rhead, John Twactman and A. F. Jaccaci were embodied in one volume or another. The *Chap-Books* continued twice a month to July 1, 1808.

But whatever designers contributed, the publishers themselves moulded the books as a whole into such a common mood that a Stone & Kimball book is instantly recognized and prized by collectors. They loved the small twelvemos, of which we see so few today, the size that Pickering had favored. They liked, too, semi-flat backs, gold design on the cover or plain panel. The firm liked good printing, and most of the books were made at the University Press, Cambridge, then owned by John Wilson & Son. They liked good paper. They used the limited edition method of selling for many volumes, as in the case of one of their first books, Carman's "Low Tide on Grand Pré," which had a special large paper issue of fifty copies signed by both author and publishers with a colophon (in their use of colophon for beautifying the books they forecast today's methods), and the edition of Eugene Field's "Holy Cross." They knew, too, the art of series building, as, for example, the Green Tree Library, the Peacock Library and the Carnation Series. On non-fiction they used net prices several years before the establishment of that system.

But, though we remember Stone & Kimball books for their format, it is the contents of the books which mark a great publishing house, and in three short years these college men wrote their names into publishing history. No complete record can be given here, but enough should be mentioned to recall the quality of their list. They had in the fall of 1893, their first year, Carman's "Low Tide of Grand Pré," Eugene Field's "Holy Cross and Other Tales," Hamlin Garland's "Main Travelled Roads," to give only examples. By the spring of 1894 they used the joint imprint of Cambridge and Chicago, and the list included Santayana's "Sonnets," his first book ("and hard to sell," Mr. Kimball said to us), John Davidson's "Plays," Garland's "Prairie Folk" and books of Maurice Thompson, Arthur O'Shaughnessy and Louise Chandler Moulton. By summer Robert Louis Stevenson was on the list with "Ebb Tide," which was followed the next year by "Amateur Emigrant" and "Vailima Letters," with further books contracted for. On the fall list one finds the "Plays" of Maeterlinck translated by Richard Hovey,

"Vistas" by William Sharp, "Land of Heart's Desire" by Yeats and Parker's "Pierre and His People." The year, too, had seen the starting in May of the *Chap-Book*, a tiny twice-a-month magazine sold at five cents a copy which commanded such contributors as W. E. Henley, Eugene Field, Bliss Carman, Alice Brown, Kenneth Grahame, John Burroughs, Thomas Bailey Aldrich, Israel Zangwill, and Louise Imogene Guiney, to name a few. And the ambitious edition of Poe began coming out in ten volumes, a new editing by Edmund Clarence Stedman and George Woodberry.

By 1895 the firm's books were watched for everywhere. There were Paul Verlaine's Poems, Kenneth Grahame's "Golden Age," the two books of Stevenson, and books by Fiona MacLeod, Ralph Adams Cram, H. C. Chatfield-Taylor, Gilbert Parker, Lillian Bell, William Watson and others, and the *English Classic* series with reprints of Congreve, Sterne, of Hajji Baba and Walton's Lives.

By 1896 the firm had a branch at 139 Fifth Avenue, from which Kimball worked, while Stone was usually in Chicago. The spring of that year was made notable by the success of Harold Frederic's "Damnation of Theron Ware," praised by Gladstone. In the spring of 1897, there were Robert Chambers' "With the Band" and Marie Corelli's "Tiska."

But the rapid expansion had begun to worry the firm's backers and particularly the father of the senior partner. He reiterated his demand for more liquidation of investments, as many titles meant a good deal of capital tied up. To Kimball, laboring with sales in New York, this urgency seemed unwarranted by the prospering state of the list. On the spur of the moment he wired to Chicago an offer for taking over the Stone interests, and Stone accepted. Kimball had little money, and he turned for aid to his printer and his paper-maker, John Wilson & Son, and S. D. Warren & Company. They accepted his notes, and he started forward with his fall list. Just then the old Wilson ownership of the University Press at Cambridge changed, and Herbert White took "Mr. White insisted," over the business. Kimball explained to us a few years ago, "that the notes be changed to negotiable form, and soon after, in August, 1897, when this was done he forced payments which meant liquidation to meet the obli-

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gations." The capital stock of the firm was \$75,000. Luther C. White was at this time secretary and treasurer; the assets were given as \$71,563 and the liabilities \$32,690. In October of that year all rights and stock were sold, and Mr. Kimball turned to the printing business.

This story of four brilliant years is the story of a publishing business started by

boys who could attract the best authorship. It was launched in a depression which continued unabated during the whole term of its activity. Theirs was a list never to be forgotten by collectors and lovers of books and a record of imaginative creative publishing and the application of taste to production that should be reexamined by each new generation of publishers.

Authors in the Bookshop

BERTA AND ELMER HADER

Early in December Berta and Elmer Hader, those popular and tireless performing authors and illustrators, spent two days in Cleveland as the guests of the Higbee Book Shop, and took part in a full schedule of events arranged by Gertrude Jaster, Manager of the Shop. Their report related in their own amusing form to The Macmillan Company, which arranged the trip, is very entertaining.

WE ARE NOW ON THE TRAIN. Dinner was completely satisfying. Read Time and Colliers. Enjoyed a smoke in the club car while the porter made up our berths. I think many improvements can be made for the comfort of the traveler. When we retire from bookmaking we will take up that subject for a month or two. Somewhere in the vicinity of Albany or Buffalo the engineer got into a playful mood and bumped us around considerably. It was great fun while it lasted (for the engineer). Most of the passengers being on the wrong end of the joke were damned glad to find their necks unbroken when the engineer got tired of the game. ZZZZZZZZZZZZZZZZZZZZZ snorrrrrrrrr ZZZZZZZZZZZZZZZZZZZZ.

All right, porter, we will get up! We enjoyed breakfast.

Miss Jaster met us in the station. She is as pretty as she is capable. We were installed in a most luxurious room in the Hotel Cleveland. Before we had time to get our bearings General Jaster had us in a taxi and we were off. That young lady is certainly efficient, and during our stay in Cleveland we never had any spare time on our hands.

The schools were magnificent, and the youngsters and teachers enjoyed our talks on "Spunky" and "The Farmer." The latter is a great favorite in Cleveland, and the children sang lustily all the verses of the song as we drew the Farmer's dog and his alarm

clock. The crowing at the finish was especially enjoyed.

Mr. Higbee staged a luncheon party at 1:30 and invited the boys and girls from the newspapers. It was a swell lunch, and afterwards I was called upon to do a Little Tommy Tucker and sing for my supper. I talked and talked. The journalists sneaked away in time to get something in the late editions.

We put on our first talk here three years ago and we remembered with pleasure how charming everyone was. Mr. Higbee was pleased as Punch to have us back again and we too were delighted to be back. It was nice to see Richards again, and he cheered us no end, with reports on our books. We were sorry that we didn't see more of him. But business is business, and he had to leave right after the luncheon. We sent greetings with him to Mrs. Teeter and Miss Fraser as he was on his way to Columbus.

Up to this time we hadn't had a chance to see the bookshop. Miss Jaster has done a swell job, and the Higbee shop is surpassed by none that we have been in up to the present writing. Hader books published by the Macmillan Company were nicely displayed in window and on counters. Toy ponies and farm animals surrounded "Spunky" and "The Farmer." We were pleased and voiced our sentiments.



"Before we had time to get our bearings General Jaster had us in a taxi"

Miss Jaster conducted us to Korner and Wood, and we renewed our acquaintance with Mr. Korner and his staff and signed books and said "How's business?" and "Good By" and presto our energetic impresario had us talking to Mr. Jackson in Burrows Book Store and signing books for Mr. Waln . . . taxi . . . taxi . . . and in no time at all we entered the imposing portals of Cleveland's main library. Here we took up an interrupted conversation with Miss Power. I forgot to mention that she was one of the luncheon guests. We looked at everything in the children's room, the junior rooms. Met Miss Eastman and saw much of the inner workings of the library and were invited to be Miss Power's guests for the theater that evening.

In the meantime we had met Mrs. Conners who broadcasts "Over the coffee cups" and were told to prepare something for the next morning's broadcast. We almost lost out on dinner, but we wrote an interview with ourselves about "Spunky" and "The Farmer." Then a somewhat hasty dinner. No time for a cigarette before Miss Jaster's smiling face greeted us in the lobby. A gentle snow was falling, and the city looked very Christmassy indeed. Cleveland may be bankrupt as stated in the newspapers, but the outside indications are anything but. The new shopping center is quite stunning and the proposed civic center will be very beautiful when finished . . . On to the play . . .

The Cleveland players have a most attrac-

tive playhouse procured through their own strenuous efforts aided by the philanthropy of a Francis Drury. The theater is modeled after the Drury Lane Theater in London. The play was "The Mad Hopes," done some time ago in New York. *Bon soir*, everybody. We had a most enjoyable evening. . . . Hello, operator. Please call us at 6:30. Good night. . . . Happy dreams zzzzz.

Saturday morning:

Ho Hummmmm. Yahhhhhhhummph. Thanks, operator, are you sure about the time? I can see the stars outside the window. All right. Ho. Hummmmmmm. . . .

Bath. Breakfast. Good morning, Miss Jaster, etc. . . . and we were on our way to the broadcasting station. There we were greeted by Mrs. Conners who was very pleased with our intervieew. We met Sappo and Flappo, the radio's clown entertainers.

Mrs. Conners gave a long and flattering introduction, telling her audience about the Haders and their famous and popular books, "The Farmer in the Dell" and "Spunky." The musicians played a lively circus march for Spunky and of course the old nursery favorite for the Farmer. Everything went off smoothly. I am enclosing the interview. We had to give three shows Saturday. The children's theater in the morning and two appearances in the candlelight hours in the afternoon. To our amazement, many of those who came up to talk to us later told us that they had heard us speak on the radio and came because of the announcements.

Our feeling had always been that no one was up so early in the morning. . . .

Hurry . . . Hurry we must get your things set up for the children's show. Higbee's is certainly a remarkable store. Quite a large space is given over to making children happy. We were surprised to have with us on the program a dancing act. Two sweet kids dressed as the Farmer and his wife danced and sang "The Farmer in the Dell." Another talented child in the silks and satins of a jockey introduced Spunky through her dancing. I should judge there were about four or five hundred children and parents in the audience. All went well.

Hurry, hurry, get things ready for the afternoon appearances in the Candle light

Miss Winslow, Higbee's story teller, did a perfectly swell job of decorating, and this room set aside for story-telling purposes was very inviting indeed. A frosted Christmas tree with a few candles stood in one corner. A few frosted sprays of privet hung on the

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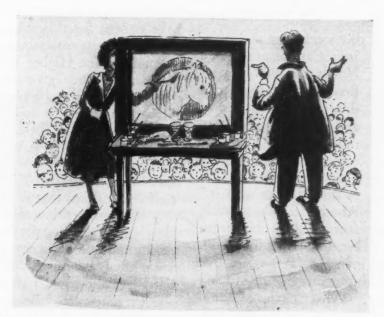
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walls. Our silver frame stood in front of a cheery fireplace and a large poster (which we made a few moments before the children's show upstairs), informing the world that Berta and Elmer Hader would tell all, stood at one side. Our talk was received nicely, and we signed no end of books. Every child had a cooky with H frosted on it, and they were told what the H stood for. . . . "Well, so long everybody.-Oh, we loved doing it.—Don't mention it. We had a grand time. Come and see us when you come to New York," etc. Just time for dinner and then train time . . . zzzzzzzz bump zzzz bump, that playful engineer again. Although the temperature dropped to a very low point, we had had the foresight to engage a man to stoke up the fire every day, and the house was comfortable on our return.

We have requests for more appearances but we are calling a halt as our main interest in life is not in talking about but in the making of books.



"Our talk was received nicely and we signed no end of books"

THE Dublishers' Weekly

The American BOOK TRADE JOURNAL Founded by F. Leypolds

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RICHARD ROGERS BOWKER Publisher and editor to 1933

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Louis C. GREENE				Advertising	Manager

January 13, 1934

HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—Bacon.

Why They Advertise

WE HAVE SHOWN ADVANCE PROOFS of the article which we print this week "An Advertis-



WE DO OUR PART

ing Catechism — The How's and Why's of Book Advertising" to a dozen or more people and have been very much interested in their comments. One literary agent said "All I can say is that I agree with it." Another, "The article

made me perfectly furious. All his arguments are absurd." One newspaper man said, "It's obviously written by a novice. He doesn't know anything about the advertising business." Another, "That chap certainly knows his onions." That chap, by the way, is one of the best known and shrewdest publishers' advertising men in the business.

His conclusion is that the publisher advertises for prestige rather than sales. We had occasion this week to talk to a group of booksellers about whether advertising the bookshop in the newspaper pays. The majority opinion was very emphatically that in general it did not; especially institutional adver-

tising or advertising for prestige. One book-seller said that to advertise definite titles with the expectation that it would bring people into the store to buy those titles was vain. He conceded that it might have sent one or two people into his store and one or two into various other stores and that it might be the scattering of the customers which made it seem that newspaper advertising for the book-store did not pay. However, other book-sellers said that even in small cities or cities of medium size where there was no competition that newspaper advertising to build up the prestige of the store did not pay.

However, booksellers seem to agree that for a definite occasion especially to bring customers to a bargain sale to be held in the shop for a definite and limited time newspaper advertising does pay. Stores can and do send announcements of bargain sales to the customers on their mailing lists, but obviously these announcements reach only a small part of the people who might be attracted by the event.

Promotion Pays

Berta and Elmer Hader, well-known authors and illustrators of children's books, have written for this issue of the *Publishers' Weekly* a very entertaining account of a recent visit to the Higbee Book Department in Cleveland. They give us an impression of the imagination and energy with which the Higbee Company is making this book department known in the city.

When Brentano's gave up the book department the first of last July, the department store decided to run the book department itself. It realized that it would be up against very stiff competition, for the bookstores of Cleveland are nationally known for their attractiveness and efficiency, and from a shrewd estimate of the town itself it was decided that Cleveland loves a good show and that a new or rejuvenated book department could be put over in spite of competition if the publicity were constant and dramatic, and constant and dramatic it has been.

In October there was a Puppet and Marionette Show which attracted thousands of people to the book department. With an eye to attracting an audience the affair was sponsored by the Players Group of the Junior League. Wanda Gàg opened Book Week and for the occasion large white cardboard Y

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rabbits stood about the department carrying copies of the "A B C Bunny" and every child who came to the party was given a cookie cut in the form of an "A B C Bunny."

In December a series of talks on "How to Understand the Bible Better" was planned to increase the sale of Bibles and other religious books. A series of free lectures on voice training called "Keep Your Voice Young" was another feature planned to attract people to the book department. On Monday of this week a stamp and coin exhibit is being held. Three Cleveland Stamp Clubs have put on the show which is displayed in glass cases in the bookshop. Every Wednesday afternoon there is a Kindergarten Hour when little children of kindergarten age and under come to the shop and listen to stories. The hour is set at 3.30 so that the children can have their afternoon nap beforehand and get home to early supper afterwards. And every Saturday afternoon from 2.30 to 3.30 there is a story-telling hour for children from 6 to 12.

To talk to Mr. Wallace and Miss Jaster of the Higbee Company, as we had the pleasure of doing recently, is to get the impression that nothing in the world could be so much fun as selling books in the face of stiff competition. They are going places! This December the department was 122% ahead of last year, and they hope to do a lot better than that.

Speaking of Anniversaries

Speaking of anniversaries, as we do in this number, with our articles on the 400th anniversary of the founding of the Cambridge University Press and the 10th birthday of W. W. Norton Co., there is another anniversary which bookstores could celebrate this year, making it an effective event in the bookshop. For 1934 marks the 100th anniversary of the birth of William Morris. He was born the 24th of March, 1834, and all bookshops, whether they make a special feature of rare and press books, could put on a display which would be sure to interest the customers in good bookmaking.

The first Kelmscott Press book "The Glittering Plain" was published May 8, 1891, and there were fifty-three of them in all. Copies of the Kelmscott Press books or reproductions of illustrations or title-pages are easy to obtain and could be displayed with books by and about Morris. With them

could be displayed some of the many books of the Pre-Raphaelite Brotherhood which have come out in the last year or two.

One bookshop, which arranged an exhibit of this sort, put up bulletin boards for the display of material and set up a temporary display case below them all arranged in the prominent position in the shop. An enlargement of a good photograph was mounted and used as the central feature of the display. Printed sheets to show the type designs were used with reviews of books and appreciations of the designer's work. Even sheets of manuscript in this case were available for display with the books in the case. William Morris is such a commanding figure in the world of books that a display of this sort ought to be easy to assemble and should be dramatic publicity for the shop in March or April.

University Presses Cooperate

ELEVEN UNIVERSITY PRESSES arranged a cooperative exhibit of books at the meeting of the American Association for the Advancement of Science at Memorial Hall, Harvard, from December 27-30. The eleven presses represented were: Johns Hopkins, Harvard, Yale, Princeton, Columbia, Pennsylvania, Chicago, Minnesota, Michigan, Oxford, and Stanford. The collection, all scientific books, ranged from 2 books sent by Princeton to 75 each from Oxford and Chicago. The sales amounted to about \$150.

The University Presses, joined in the Association of University Presses, have worked on many cooperative enterprises like the mailing lists of the Association which Donald Bean of Chicago planned and perfected. Perhaps, with the trend of the times toward more cooperative sales and business offices, the University Presses will at some not too distant day have a sales office in New York.

Bowker Co. Elects Officers

AT A MEETING of the Board of Directors of the R. R. Bowker Company, publishers of the Publishers' Weekly and Library Journal, held on Thursday, January 11th, Frederic G. Melcher was elected president; Albert R. Crone, vice-president; John A. Holden, secretary; and Armond C. Frasca, treasurer. At the annual meeting of the stockholders of the Company preceding the directors' meeting these officers were re-elected directors of the firm, as were Louis C. Greene and Mildred C. Smith.

News of the Week

Non-fiction Reprints at 75 Cents Announced by Blue Ribbon

A NEW LINE of 75-cent, non-fiction reprints to be added to the regular \$1 list has just been announced by Blue Ribbon Books, Inc. The first title in this group is Vash Young's "A Fortune to Share," which has already sold more than 150,000 copies at the original price. Other titles will be added this spring and more next fall.

In announcing the Blue Ribbon 75's, as they will be called, Eugene Reynal explained that a distinct change has come over the nature of non-fiction best-seller lists during the past few years. Whereas before the depression popular outlines, "stories of," and popular biographies dominated the reprint lists, a rather more serious and literary type of book has apparently been more successful in this field in the last four years.

It is to provide a reprint outlet for popular non-fiction books originally published at from \$1.50 to \$2.50 that the new "75's" have been launched. Such books do not belong in the regular Blue Ribbon \$1.00 line, and yet the changing reading tastes of the day show that a market for them exists. The "75's," Mr. Reynal said, will be given the same type of promotion, advertising, and merchandising as the regular \$1.00 line.

Prize Contest

Dodd, Mead & Co., of New York and Cassell & Co. of London are offering a price of £ 1000 or its equivalent in dollars at the rate of exchange at the time of the award, but not less than \$5,000, for a novel submitted to them by September 1, 1934. The manuscript must be written in English, but if originally in a foreign language the manuscript must be translated before submitted. The contest is open to everyone, and the winning author will receive 15% in royalties. This is Dodd, Mead's fourth contest, the other three having been won by authors of first novels, however, Martha Ostenso for "Wild Geese," Mateel Howe Farnham for "Rebellion," and Mrs. L. M. Alexander for "Candy. The latter novel will be published next fall.

Whitlock's of New Haven in Bankruptcy

An involuntary petition in bankruptcy was filed by Whitlock's Bookstore, Inc., of New Haven, Conn., on January 4. A group of substantial publishers' creditors forced this move. An offer of 10% had previously been offered by Whitlock's and almost unanimously declined. Harold C. V. Eagan has been appointed receiver. Unless an offer of composition is made and accepted, it is not likely that the store will be carried on.

L. I. D. Book Group Meets

THE FOURTH DINNER MEETING of the "Book Group" of the League for Industrial Democracy was held on January 5th at 11 Waverly Place, New York City under the chair-manship of A. A. van Duym. Speakers included Dr. Harold O. Rugg of Teachers College, Columbia University, Jennie M. Flexner, readers' adviser at the New York Public Library, Dr. G. F. Beck of the Labor Temple and Alan Villiers, author and mariner. The purposes of the Book Group are to help in the production, promotion and distribution of radical books and pamphlets; to coordinate the various branches of book service in increasing the influence of radical literature, and to furnish a meeting place for book people who have as their common interest the desire to bring about social recon-

Charles C. Schepmoes Honored

At the winding up of his traveling, both as a tribute to his more than half a century of selling Oxford Bibles and as evidence of their heartfelt appreciation of "Schep" as friend and fellow salesman, an impromptu luncheon was given Charles Schepmoes by the "Biblical Seven"—the Bible salesmen of the Oxford University Press, New York—most of whom have followed "Schep" in his territories from coast to coast, and know how deep the affection and how high is the esteem of the Booksellers for this "Dean" of the book salesmen, who is now the last one of the original founders of the American branch of the "O. U. P."

Louise Seaman Resigns

On January 15th, Louise Seaman is resigning from the Macmillan Company because she needs more time away from the office to complete recovery from her accident. Macmillan has carried on its Children's Book Department through the depression, and will continue to feature it. She will be succeeded by Doris Patee who has been with the company since last February, working on book promotion, especially children's books. Miss Seaman bequeaths to her a 1934 list almost completed, with new titles in prospect by the Haders whose "Spunky" is a current bestseller, also by Constance Skinner, Margery Flack, Rachel Field, Margery Bianco, Elizabeth Coatsworth and other favorite American writers for boys and girls.

Miss Seaman joined the company in 1918 as a member of the advertising department, then under Scudder Middleton. She worked later in the educational department under Mr. Callahan, and in the trade department first under Mr. Marsh, then under Mr. Latham. In 1919-20 the new Children's Book Department was established by Mr. Brett, the first of its sort in the field, Miss Seaman being given editorial and manufacturing control, and later expanding this to include sales. She was one of the few women to sell books to buyers, having accounts in New York and Brooklyn for a year, and being sent "round the circle" to visit Macmillan branches, bookshops, and libraries.

At one period she developed strenuously the much needed field of speaking on children's reading to women's clubs, libraries, etc. She devised a set of colored lantern slides for her books, for use in these speeches.

When she was appointed Department Manager, the list of Macmillan Children's Books already numbered in the hundreds as her first catalog showed. Today the catalog lists over 700 titles. Under Mr. Brett's supervision she enlarged the famous Macmillan Children's Classics, and with the inspiration of Miss Hunt's discovery of "The Memoirs of a London Doll," devised The Little Library. With The Happy Hour Books she entered the field of cheap color books. With titles like "The Goldsmith of Florence" by Katharine Gibson, "The White Cat" by Elizabeth MacKinstry, "The Forge in the Forest" by Colum and Artzybasheff,



Louise Seaman

"The Land of Dreams" by Wm. Blake and Pamela Bianco, she made a mark in fine bookmaking.

Her big "Adventures of Pinocchio," printed from the Italian plates in Florence, with English text, was perhaps the first adventure of its size and of marked success, in the importation of foreign bookmaking. This was followed by many striking foreign titles such as "Peregrine and the Goldfish" and "Spin Top Spin."

There are many other phases of her book-making which have interested those particularly concerned with children's books, such as the reflection of progressive education in her list, in such titles as "Working with Electricity," "Buried Cities," etc. This side of her publishing reached its height in the two great histories by Gertrude Hartman, "The World We Live In" and "These United States," and Mrs. Mitchell's geography, "North America."

Her books won the Newbery Medal for three successive years: "The Trumpeter of Krakow" by Eric Kelly, "Hitty" by Field and Lathrop, "The Cat Who Went to Heaven" by Elizabeth Coatsworth.

In 1931, the output of her department ran over 50 titles plus reprints. In 1933 the total list was reduced to 25. Of these, seven titles were reprinted before Christmas, a remarkable record for the depression.

The Cambridge University Press

A Record of Four Hundred Years* 1534-1934

F. R. MANSBRIDGE

THE YEAR 1934 MARKS the quatercentenary of the official founding of the Cambridge University Press. It is true that as early as 1276 there were university "stationers" who "publicly avouched the sale of staple-books" and diligently transcribed approved text-books for the use of university scholars. Towards the end of the fifteenth century, when William Caxton introduced into England the new practice of printing from movable types,

the University began to have books printed in London; as Thomas Fuller said, "It was a great while before Cambridge could find out the right knack of printing . . . but one Sibert, University Printer, improved that mystery to good

perfection."

Sibert, or John Siberch as he is more generally known, came to Cambridge in 1521 under the patronage of Erasmus, who was at that time professor of divinity in the University. Eight books have been found with Siberch's im-

print, one of them Erasmus' book "De Conscribendis Epistolis"; another claims to be the first book printed in England containing Greek characters. Siberch printed no books at Cambridge after 1522, and no successor to him was immediately appointed. At this time there was considerable religious dissension which resulted in the persecution of some of the stationers who were suspected of possessing and selling heretical books. In 1529 the University took steps to end the disputes, and presented a petition to Cardinal Wolsey, asking that three stationers or booksellers should be allowed by the King to remain in Cambridge and sell only such books as were officially approved.

It was probably as a result of this petition * For the historical information contained in this article I am indebted to Mr. S. C. Roberts' "A History of The Cambridge University Press." C. U. P. 1921.

that in 1534 Cambridge printing was formally established by King Henry VIII, who gave license by letters patent to the Chancellor, masters and scholars "to elect from time to time three stationers and printers, or sellers of books, residing within the University . . . to print all manner of books approved of by the Chancellor or his vicegerent and three doctors, and to sell and expose to sale in the University or elsewhere within the

realm, as well such books as other books printed and approved of by the Chancellor." This charter may be considered the Magna Carta of Cambridge printing; Thomas Fuller quotes with quiet pride the opinion of Sir Edward Coke that "this University of Cambridge hath power to print within the same 'omnes' and 'omnimodos libros' which the University of Oxford hath

Curiously enough, no immediate advantage was taken of this "right to sell or expose to

sale," and we do not find a record of another Cambridge printer until 1584, when Thomas Thomas was appointed University This appointment immediately started trouble with the Stationers, and the press was attacked and seized. However, after a conference with Lord Burghley, the charter was confirmed and Thomas was reinstated. He was an eminent scholar, and was himself the author, as well as printer, of his notable Latin Dictionary, "acting as midwife to his own progeny."

Since his time the office of University Printer has been filled without interruption, but not without frequent disputes between the University and the Stationers' Company. In 1620 the Stationers' Company actually prosecuted the University for printing Lilly's



A new drawing by Eric Gill of the Cambridge Coat of Arms

"Latin Grammar," but the University retaliated by ordering its members to use no other edition than their own.

In 1625 Thomas Buck was appointed printer and did much to improve the quality of the books printed by the Cambridge Press. Buck's edition of "Poetae Graeci Minores" was described as "the most elegant book of the Cantabrigian press delivered to the public." To this period belong a number of books which take their place not only in the history of Cambridge printing, but in the history of English literature as well—George Herbert's "The Temple" (1633), Donne's "Sermons" (1634), Fuller's "Holy Warre" (1639), and Milton's "Lycidas" (1638).

As early as 1591 John Legate had produced the first Bible printed at Cambridge, an edition in the Genevan version; however the history of Bible printing at Cambridge properly began in 1629, when Buck printed his edition of the Authorized Version. Since his time the Press has continuously exercised the privilege of printing Bibles and Prayer-Books, which it holds in common with the Clarendon Press and the King's Printer. The Press has always taken a justifiable pride in the quality of its Bible printing; in 1638 a magnificent folio volume was printed ("perhaps the finest bible ever printed at Cambridge"), and a notice was posted on the door of Great St. Mary's Church challenging scholars to find a mistake in it, and offering a free Bible to anyone who should do so.

At the end of the 17th century the University Press gained greatly through the interest and active work of Richard Bentley, scholar and critic. Bentley inaugurated a typographical revival, importing "all manner of letters and types from abroad" and obtaining new founts and a new printer, Cornelius Crownfield, from Holland. In 1698, a body of "curators" was appointed, the University for the first time taking the responsibility for the publications of the Press. Since that time the control of the Press has been in the hands of a similarly appointed body of graduates, the title "Syndics" being later substituted for that of "Curators." One of the most notable books of this period is Bentley's own edition of "Horace" (1711), remarkable alike for the several hundred textual emendations made by Bentley and for the restrained



Title-page of the Baskerville Bible, printed in 1763 by the Cambridge University Press

beauty of printing, the title-page being a model of clarity and simplicity.

The most famous, perhaps, of 18th century English printers was John Baskerville. Being anxious to produce a folio Bible and Prayer-Books, he entered into an agreement with the University in 1755. The University, however, drove a hard bargain, and Baskerville complained to Horace Walpole that the shackles greatly hurt him. He was not allowed a free hand, and the venture was not financially successful. However, four Prayer-Books resulted from Baskerville's connection with the University and a folio Bible (1763), which is a monument in the history of printing. The "Baskerville Bible" (not to be confused with the Bible he printed at Birmingham) has been described as "one of the most beautifully printed books in the world."

About the beginning of the 19th century, Cambridge acquired the secret of Earl Stanhope's improved process of printing from stereotype plates—"the fruitful mother of many children at one birth, of exact family-likeness, and who is still possessed of the power of producing more." An attempt had been made to print from stereotype plates in

the 1730's, but this proved abortive. Two presses of Stanhope's were bought in 1804 and are still in use at Cambridge today.

Of the printers of the last century, the best known are John William Parker and Charles John Clay, who was in partnership with the University for forty-one years. From 1916 to 1923 the office of printer was held by James Bennet Peace, Fellow of Emmanuel College. During this period the Press had the advantage of the services of Bruce Rogers as typographical adviser. Mr. Rogers spent two years in Cambridge and was responsible for the design of such books as "The New Shakespeare" and Sir Thomas Heath's "Euclid in Greek."

The present printer, Walter Lewis, was appointed in 1923 and for some years Stanley Morison has been the typographical adviser to the Press.

The University Press is often referred to as the Pitt Press. This name was given to the building, erected at the beginning of the 19th century, from surplus funds which had been raised for a statue of William Pitt. The name is also used as the title of one of the series of school books published by the Press.

In the 19th century the Syndics for the first time established a publishing house in London for the general distribution of their books. In 1872 the catalog of these publications consisted of some dozen pages. Today it extends to three hundred, and each year about one hundred new books are issued bearing the imprimatur of the University.

In the United States, the Syndics have been represented since 1920 by The Macmillan Company. In 1931 a department was established in the New York office of The Macmillan Company devoted entirely to the distribution of Cambridge books in the United States.

A word may be said on the nature of the publications of the Cambridge Press during the last half century. It is, perhaps, natural that the Syndics have published many outstanding volumes in the field of mathematics and the natural sciences. These include many volumes of collected papers such as those of Cayley, Rayleigh, Stokes, Kelvin and Tait. In recent years they have published treatises by such well-known mathematicians as Sir Joseph Larmor, Lord Russell (Bertrand Russell), Sir Arthur Eddington and Sir James Jeans. Among the physicists may be mentioned Sir James Dewar, Sir J. J.

Thomson, and Lord Rutherford. Incidentally the Press has for some time been noted for the excellence of its mathematical and other scientific printing. In 1929 a Cambridge mathematical text-book (R. H. Fowler's "Statistical Mechanics") was chosen as one of the fifty best-produced British books for the year.

One of the most widely known Cambridge publications is the "Cambridge Modern History." Planned by Lord Acton in 1896, when he was Professor of Modern History at Cambridge, as a means of "recording, in the way most useful to the greatest number, the fulness of the knowledge which the nineteenth century is about to bequeath," the work was entrusted after Lord Acton's retirement to Sir A. W. Ward, Sir G. W. Prothero and Sir Stanley Leathes. Many Universities and two Continents were ransacked for contributors and the twelve volumes of text, together with two supplementary volumes, were completed in 1912. "The Cambridge Medieval History" and "The Cambridge Ancient History" are based on a similar plan. When finished, they will link up with the "Modern History" to form an ex-haustive and authoritative account of the civilized world from the remote beginnings down to 1910.

In the sphere of literature, the cooperative plan was also followed for "The Cambridge History of English Literature," which has achieved a wide circulation in the recently published popular edition. Another notable project is "The New Shakespeare," which is being edited, play by play, by Sir Arthur Quiller-Couch and Professor J. Dover-Wilson, who have been described as doing for the text of Shakespeare what West-cott and Hort did for the Bible.

It is sometimes thought that the business of a university press is confined to the publication of learned and rather dull books. That this is not so is easily shown by the listing of just a few of the books which in recent years have found their place on the best-seller lists, such as "The Nature of the Physical World" by Sir Arthur Eddington, "The Universe Around Us" by Sir James Jeans, "The Name and Nature of Poetry" by A. E. Housman and, more recently, Arthur Bryant's "Samuel Pepys, The Man in the Making."

There is another class of book which, while

it does not attract such wide attention, shows that a University Press has its lighter moments; I refer to such charming volumes as Frank Kendon's "The Small Years," Cecil Torr's "Small Talk at Wreyland" and A. F. Webling's "Something Beyond." year ago the Press published a little book which for humour and lightness of touch is the equal of any of the multitudinous volumes by which publishers are now trying to educate the drinking public; this was "The Art of Carving," reprinted from the works of the Reverend Dr. John Trusler, an 18th century divine. These few examples may show that the Syndics regard themselves not as cloistered academicians, but as representatives of a university in the sense of Samuel Johnson's definition, "a school where everything may be learned."

A. I. G. A. Moves

THE AMERICAN INSTITUTE OF GRAPHIC ARTS announces that, through the courtesy of the Japan Paper Company at 109 East 31st Street, New York, office space has been made available to the Institute on the seventh floor of the Japan Paper Company Building. The new telephone number of the Institute is Caledonia 5-6170.

Telescoped

IT HAS BEEN CALLED to our attention that in our list of books on wines, cocktails and liqueurs we telescoped two books published by Alfred A. Knopf, Inc. into one title which we listed as "About Wines" by P. Morton Shand. We should have listed "What Everybody Wants to Know About Wine," by Allan Taylor, and "A Book of Wines" by P. Morton Shand.

Christmas Cuts Useful

According to reports which Grosset & Dunlap have received from a number of dealers who use their service of Christmas cuts for newspaper advertisements, apparently these cuts were even more widely used than in previous years. There were fifteen different mats from which booksellers could choose, all of them Christmassy in appearance and designed with care. Up to the week before Christmas eight hundred dealers had asked for some three thousand mats.

New Edition

A NEW EDITION of "Black Manhattan" by James Weldon Johnson (Knopf) is to be priced at \$2 instead of \$3 as formerly. This edition will be known as the W. E. B. Dubois Prize edition, as it was for this work that Mr. Johnson was recently awarded the W. E. B. Dubois Prize for Negro Literature.

Bible Society Centenary

THE AMERICAN BIBLE SOCIETY marked the completion of a hundred years of work by a banquet at the Hotel Pennsylvania in New York on December 2nd, with more than 200 people in attendance. The society, in its hundred years of existence, has spent \$2,897,-383 in printing and distributing 70,000,000 volumes of the Scriptures in the Chinese language.

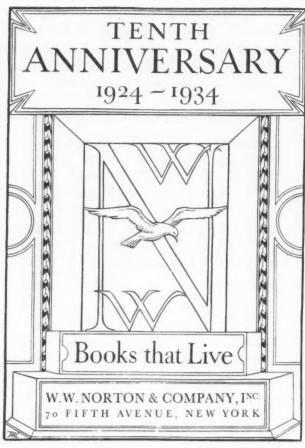
Ellis with Davidson Press

RICHARD W. ELLIS of the Georgian Press in Westport, Connecticut, is now associated with the Davidson Press, 175 Varick Street, New York City, where he invites commissions for the designing and printing of books, pamphlets, catalogs, etc.

Obituary Notes ARTHUR WEIGALL

ARTHUR WEIGALL, Egyptologist and author, died in a London hospital on January 2nd after a long illness. He was 53 years old. Mr. Weigall wrote many books dealing with Egypt, some of them being strictly historical, some fictional and some biographical. He was the author of a two-volume history of the Pharaohs, and the subjects of his biographies included Mark Antony, Cleopatra, Alexander the Great, Nero and Sappho. One of his best known works was "The Not Impossible She." His writings for the general public first appeared about 1910 with the publication of a life of Akhnaton. His previous works were concerned mostly with his activities as Inspector-General of Antiquities of the Egyptian government, a post he held from 1905-1914. Mr. Weigall's contributions to popular literature were "Madeline of the Desert," "Burning Sands," and "Bedouin Love." His last work was "Laura Was My Camel," a humorous work published in 1933.

Norton's Tenth Anniversary



Cover design by T. M. Cleland for Norton's Tenth Anniversary Catalog, a very distinguished piece of catalog making

TEN YEARS AGO this month W. W. Norton left the export business and began publishing books. The first publications were a series of lectures given at the Cooper Union, the precursors of the non-fiction of uncompromisingly high quality which was to be the output of the house for the next five years. This concentration was pledged by the firm from the very beginning. Mr. Norton believed it sound publishing practice first to build up a list of books in the field of general knowledge, which would later permit the publishing of such occasional works of fiction as appealed to the firm as representing real achievement or which showed promise of achievement.

The earliest publications of Norton were confined to science and philosophy. In the beautifully designed catalog with which Norton celebrates its tenth anniversary, the work, by the way, of the famous Thomas M. Cleland, this policy is explained in these words:

"In our age of rapid advance in the many and specialized branches of knowledge it is becoming more and more difficult for the general reader to keep in direct touch with what is going on around him. Because scientists and philosophers for the most part write for each other, he is forced to resort to 'popularizers.' Yet this has not always been the case: many of the greatest scientists, from Galileo and Copernicus to Darwin and Huxley, themselves wrote largely for the public they wished to reach with their ideas. When this house was founded, the publishers had this earlier tradition in mind. They aimed to interest those men who were making distinguished contributions in their particular fields, to write—as simply as possible —for a general audience. They believed that such books would have the merit of direct authority in presenting developments in scientific and philosophic thought." How well they succeeded may be judged from the Norton list, which contains such names as John Dewey, G. Lowes Dickinson, Everett Dean Martin, Thomas Hunt Morgan, H. A. Overstreet, Max Planck, Bertrand Russell, John B. Watson and a surprisingly large number of other authorities, not, perhaps, so well known to the public, but famous in their own fields.

In 1927 the publishing program was augmented to include books in the field of music, architecture, art and general literature, and in 1929, at the end of the five-year period of development, fiction was added to the list, which was for the first time presented that year as "Books that Live," a hall-mark which has become increasingly well known to the trade. In the past five years the program has been still further broadened with the addition of books in the field of medicine and child care, the organization of a special College Department, the initiation of a series of literary biographies under the editorship of Robert Morss Lovett and historical biographies under the editorship of Carleton J. H. Hayes, and the introduction of the notable series of Social Action Books, edited by Alvin Johnson.

While Norton has perhaps had fewer best sellers than a number of other firms, those they have had have had a peculiar virtue of permanency. "Julia Newberry's Diary" last year was a case in point as was, earlier, "Ultima Thule" by Henry Handel Richardson. The slogan "Books that Live" is well taken. Norton books while not often spectacular from the standpoint of sales have the happy faculty of continuing to sell in satisfactory numbers year in and year out.

The Norton list this spring maintains the standards set in the past ten years. Booksellers who enjoyed selling "Julia Newberry's Diary" will look forward to "Julia Newberry's Sketch Book." This book, subtitled "The Life of Two Future Old Maids," came to light after the publication of the "Diary." It had been kept by Julia's younger cousin, Minnie Clapp, the other "future old maid," who is still living. The sketches will now be reproduced along with Minnie Clapp's reminiscences of Julia set down by Minnie's daughter, Tracy Mygatt. St. Valentine's Day has been set as the publication date. Among the new Social Action Books will be "Crisis Government" by Lindsay Rogers, "American Farm Policy" by Wilson Gee and "The New Internationalism" by Clark Foreman. H. A. Overstreet, one of the steadiest selling authors on the Norton list, will have a book on the use of leisure time titled "A Guide to Civilized Loafing." A new venture, the White Oak Library, will present to discriminating readers new editions of some of the finest books of literary and cultural interest published in America in recent years. White Oak books will be presented in an attractive format designed by Werner Helmer, and will include, to begin with, "Art in America" by Suzanne LaFollette, "Sticks and Stones," and "The Golden Day," by Lewis Mumford, and "The Meaning of a Liberal Education" by Everett Dean Martin. They will sell for \$2. The title of the series, Mr. Norton tells us, he hit upon recently when he was clearing 10 acres of Connecticut woodland. White Oak trees, he found, were by far the toughest and longest lived of trees. The White Oak Library, he hopes, will be as enduring. Another interesting feature of the White Oak Library is that the books in this series will mark the return to the smaller, non-bulking book, they will bulk 3/4" from cover to cover, and will be printed on fine paper. In shape they will be tall and slender. The only fiction title on the list, as announced, is a new detective story by Phoebe Atwood Taylor, "Mystery of the Cape Cod Tavern."



W. W. Norton

Code Column

It is now proposed that the Federal Trade Commission enforce compliance with the fair practice provisions of the NRA Codes, according to an announcement from the White House last week. Under this plan NRA authorities would continue to receive complaints, complaints as to violation of labor provisions would be referred, as at present, to the National Labor Board, complaints as to the violation of the Anti-Trust Laws and fair practice provisions of the Code would be received by the NRA, which would try to settle them by friendly conference, and, if unsuccessful, the cases would be referred. via the President, to the Federal Trade Commission for decision.

GENERAL JOHNSON has approved a plan by which overhead shall be determined for inclusion in the retail selling price of lumber, the lumber code being one that includes the fixing of retail prices. Actual overhead, the method provides, includes two general items, handling and delivering expenses, and overhead for selling and administration. The total overhead, according to a national survey, is 33.37%, which includes, executives' salaries, 8.99%, and office wages, sales salaries and commissions which, together, amount to 6%.



Doris S. Patee, who has been appointed head of the Macmillan Co.'s Children's Book Department to take the place of Louise Seaman (see page 141)

Modern Library Best Sellers

Modern Library's list of ten best sellers for 1933 shows a distinct change in the trend of interest of readers. For the first time in years none of the so-called sex titles, like "Droll Stories" or "The Decameron," was on the list. Most interesting was the popularity of "Selected Writings of Karl Marx," edited by Max Eastman, which sold for months like a new novel and is still selling at the rate of 200 copies a week. The ten best sellers for the year were:

"A Farewell to Arms," by Ernest Hemingway.

"Sanctuary," by William Faulkner.

"Selected Writings of Karl Marx," edited by Max Eastman.

"Sons and Lovers," by D. H. Lawrence.

"Of Human Bondage," by W. Somerset Maugham.

"The Magic Mountain," by Thomas Mann. "The Romance of Leonardo da Vinci," by Dmitrii Merezhkovskii.

"The Brothers Karamazov," by Feodor Dostoievski.

"Death Comes for the Archbishop," by Willa Cather.

"Cyrano de Bergerac," by Edmund Rostand.

Seven titles will be dropped from the Modern Library list because of lack of demand. These are Strindberg's "Married and Other Stories," which was one of the original titles in the Modern Library when it began in 1917; Bernard Shaw's "An Unsocial Socialist"; Andreyev's "Seven That Were Hanged," which will reappear along with a story by Ivan Bunin, the Nobel Prize winner, in a new edition of "Best Russian Short Stories"; Edward Carpenter's "Love's Coming of Age"; "Villon's Poems"; Flaubert's "The Temptation of St. Anthony," and Anatole France's "The Queen Pedauque." All unsold copies of these discontinued titles may be returned by booksellers for full credit.

New Modern Library titles announced for spring publication are "The Good Earth," by Pearl S. Buck; "The Maltese Falcon," by Dashiell Hammett; "God's Little Acre," by Erskine Caldwell; "The Pit," by Frank Norris; a new edition of the Complete Writings of Thucydides; Cabell's "Jurgen," and "David Copperfield." Two new Modern Library Giants, Carlyle's "The French Revolution," and Bulfinch's "Mythology," will be published in March.

Dollar Line Augmented

Covici-Friede has added five new titles to its series of dollar reprints which was inaugurated last season. The new titles are "The Secret History of Procopius" which has only been available hitherto in a limited edition at \$20; Douglas McMurtrie's "The Golden Book"; Ben Hecht's "1001 Afternoons in Chicago"; an unexpurgated text of "The Satyricon of Petronius Arbiter" in the same form as it was originally published in a limited edition at \$20; and another of C. J. Bulliet's studies in painting "The Courtesan Olympia."

This series which reproduces as nearly as possible the original format of the books, including many of the original illustrations has been very successful. Of the six volumes already published "The Well of Loneliness" sold 26,000 copies; Bulliet's "Apples and Madonnas" sold 11,000; "Venus Castina," "Letters and Sonnets of Aretino" and Aretino's "Dialogues" 4000 each; and "Love Poems of Catullus" 3500.

In and Out of the Corner Office

WARREN F. GREGORY, head of the firm of Lothrop, Lee & Shepard Co., for more than thirty years, resigned on January 1st. Trentwell Mason White has been appointed president and general manager. Mr. White, who was also elected to the board of directors, had been for many years an associate editor in the firm of D. C. Heath & Co., as well as associate editor of Education Magazine and contributing editor of The Writer.

Lucile Gulliver, formerly editor of juvenile books for Little, Brown & Co., has been appointed editor-in-chief of Lothrop, Lee & Shepard, which, it is announced, will embark immediately upon a new and vigorous publishing policy which will include an increase in the number of books published yearly, along with extensive activities in the field of adult fiction and non-fiction.

Mr. Gregory, who had been treasurer and general manager of the firm since 1904, will retire to private life and live quietly at his home, 377 Walnut St., Newtonville, Mass. He became connected with Lee & Shepard in June, 1898, taking the desk of William Lec as manager for the new owners. Lee & Shepard was founded in 1861. In 1904 Lee & Shepard bought the assets of the Lothrop Publishing Company, which was founded in 1850 and which had been experiencing great success with such popular titles as "Eben Holden," "The Spenders" and "Dorothy South," and the present corporation was formed. ** **

Wallis Howe, Jr., who as we reported in the Publishers' Weekly last week has joined the George A. McDevitt Co., will handle the book advertising for the Chicago Daily News, the Boston Herald, the Philadelphia Record, in addition to the New York Evening Post. He will publish as a merchandising adjunct of these papers, a sheet similar to the Book Post, which will be called the Book Business, and will cover news of the four cities where the papers are published.

Josiah C. Titzell, for several years on the editorial staff of the *Publishers' Weekly* and later publicity manager for Brewer, Warren and Putnam, has joined the editorial department of Doubleday, Doran & Co. ** **



Bachrach

Warren F. Gregory

Arthur M. Chase, mystery-writing treasurer of Dodd, Mead, has written another puzzler, "Murder of a Missing Man," which Dodd, Mead will publish on January 24th. Mr. Chase tells us that he acted out the prologue to this story himself last year. He was living on the twelfth floor of an apartment hotel in the fifties at the time. One morning he got up at daylight and walked down the 24 half-flights of stairs to the ground floor, found no one in the office but a sleepy clerk and went out into the streets just at dawn. It was an experience he will long remember, he said, and one that few New Yorkers have had. The streets at dawn were very beautiful, and much wider than they appear in the daytime. Mr. Chase went to Central Park to watch the sun rise over the buildings, then came back and put it in his book. 光光光

On Wednesday, December 27th, Helen Wolff completed fifty weeks as a radio book reviewer over station WPG in Atlantic City. Miss Wolff goes on the air at approximately 10:30 A.M. every Wednesday and reviews from three to five books weekly. ** **

Customers' Choice

One of our reving reporters dropped into Denver not so long ago and brought us back news of a couple of Rocky Mountain booksellers. H. E. Bellamy told our reporter that to his knowledge Kendrick-Bellamy was the only bookstore in the United States to be situated on a prominent downtown corner. Books, however, occupy only about a tenth of the store, sharing space with ten other departments. Kendrick-Bellamy has been in business now for 50 years.

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Mr. Bellamy does a great deal of promotion. He has three men working on window displays and has 32 changes of window every week! Not all the displays, naturally, are of books. The first Saturday before Thanksgiving there is a "Holiday Opening." Ten thousand city and five thousand country mailings are sent out advertising the event. The clerks are keyed up to the event, newspaper advertising is placed, the store is decorated, and Christmas business starts with a bang ahead of most of the other stores in town. Twice a year plugs are cleaned out in a big sale, and what's left goes to hospitals. Personal letters to customers are a big item in the store's promotion. One plan of this sort involved taking on a prominent college girl with a wide local acquaintance who sent out two different letters, one to close friends, and one to acquaintances. Several hundred letters were written, and many new customers acquired.

Mr. Bellamy thinks the better books are on the upgrade, now, from a sales standpoint. He is selling more high-class books than he was a few years ago, and not nearly so many light novels, mysteries, westerns, etc. "Timber Line" has been a ten-strike in the store. Mr. Bellamy wrote all the Denver lawyers a sales letter with a return postcard when the book appeared and got good results. "Timber Line" sold second only to "Anthony Adverse" before Christmas.

In the basement of the store is a large circulating library, which was the first one in Denver. Here also are "special day" booths, arranged for the quick selling of holiday items. These are rectangular counters with one clerk inside and one outside. Here are sold such things as Christmas seals and paper, Hallowe'en novelties, Thanksgiving, Easter and other special items. Juveniles are also kept in the basement.

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Mr. Bellamy is an aggressive merchant. He likes the Knopf agency plan, but thinks that, in general, publishers and booksellers are poor merchandisers. He says they often refuse to adapt to their own business the methods of merchandising which other lines have proved advantageous.

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The book shop in Daniels and Fisher's, a high-class department store, is rather unusual in that it is on the third floor, located between the rug and toy departments, and receives almost no "through" traffic. Its customers come to the shop to buy books, and they are for the most part old and dependable customers. The shop encourages leisurely selection, as it is light and cheerful, with easy chairs and ash trays. Miss Fitzgerald, the manager and buyer, has a unique scheme for mailing pieces. The store has its own printing plant, and Miss Fitzgerald has persuaded the printers to save her all the scraps of paper stock. On these she prints her book lists and special promotion, securing very attractive results at a minimum cost. This is practically the only advertising she does, although she has success with personal phone calls to regular customers and from sending books out on approval.

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Almost half the book business in Daniels and Fisher's is in juveniles, which, at one time, comprised nearly all of the book department's stock. At Christmas time particularly the juvenile business is very strong, as the rug department is moved, and the book department becomes completely surrounded by toys. Miss Fitzgerald sent special displays of juveniles to schools. "Young Fu" was particularly popular among the juveniles this year, although Ann Halladay's "Cuddle Bear of Tiny Forest" was also a great favorite. Children's maps also sell well.

Crime Pays

An Interview with Two Successful Mystery Story Writers



Frank L. Packard

Frank L. Packard has written twenty-seven mystery novels. Of these, twenty-four have been published in reprint editions, and every reprint is still an active seller, in the United States, in Canada, in England. Four of his books have been about his most famous character, Jimmie Dale, and each Jimmie Dale book has sold better than the last. A tremendous fan mail from all over the world asks the continual question, "When will there be another Jimmie Dale?" The answer now is "soon" for Mr. Packard sailed this month for the Orient to gather material for his twenty-eighth novel, the fifth about Jimmie.

When we asked Mr. Packard why he picked the Orient he said that he had heard so much about the Chinese underworld that he wanted to go over and see for himself whether it had anything on our own. If he learned anything new, he said, it would be easy to transplant the Chinese bandit to New York, and put Jimmie Dale to work on him. Mr. Packard said he had quite a time keeping up with the changing fashions in crime.

Where gangsters used to hang out in the Bowery they now sport Park Avenue apartments, where they used to carry "gats" they now pack "rods," where they were once hard and tough they are now soft and spoiled. It's up to an author of mystery adventure stories, said Mr. Packard, to keep up with or ahead of the subject he's writing about.

Mr. Packard practiced engineering for several years before he became an author. He says writing a book is every bit as hard as building a bridge, but you gather, in talking to him, that he enjoys it tremendously. When he first started writing he used to prowl about the streets of New York late at night looking for material. Now he gets the detective bureau to take him about. He writes slowly and says he is often at a loss for a new plot, but each time a new idea comes which gives him a lead for a plot. His latest book is "The Purple Ball," published this fall by Doubleday, Doran.

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Mignon G. Eberhart isn't planning to go to China, but she may get there just the same. Her husband is an engineer and she has spent most of the past few years with him in lonely spots where his profession has taken him. Writing mystery stories is a God-send to her at such times, she says. Each time they start out she packs all the books she possibly can, a radio, and a cribbage board, but sooner or later the books are all read, the radio and cribbage pall and the only escape left is writing. When we asked her how she created the eerie atmosphere at which she excels, she modestly said it was probably because she was naturally a timid soul.

Mrs. Eberhart started writing as a result of reading Michael Joseph and Grant Overton's "The Commercial Side of Literature." This book said that a good way to start writing was to begin on mystery stories, so she sat right down and began writing a story without even a plot in mind. After sixty pages she was interrupted, but she came back later, cut the story off short and sold it to a



Mignon G. Eberhart

magazine for \$275 after only three rejections. The next story sold for \$300 but then there came a time when the stories failed to sell, so she wrote her first novel, and became a successful mystery writer. Mrs. Eberhart says writing mystery stories is a good deal like walking the tight rope. The author has to beware of too much reality on one side and too little on the other. The essential thing, she says, is to say to the reader, "Here, we'll accept things just as they are for the purposes of the story."

Mrs. Eberhart covered the Wynekoop murder for the Hearst papers and nearly lost all taste for her writing as a result. Murders in books and those in real life are two quite different things, she told us. Even in her stories, though, there comes a moment when she realizes what a horrible thing it is that one of the characters has to be killed and that another has to do the killing.

Records of Sales Cooperation

STILL AN EARLIER EXPERIMENT in sales cooperation than that of *Atlantic Monthly* and Little, Brown which we mentioned in our editorial of December 23rd was a joint sales program worked out by Dodd, Mead & Company and the Dial Press the year the latter started in business. Dodd, Mead also had joint arrangements with Longmans, Green, John Martin Books and with Stokes.

Communications

PUT THE PLOUGH TO BOOKS

3345 Woodland Avenue, Phila., Pa. December 29, 1933

Editor, Publishers' Weekly:

May I suggest to you that publishers and booksellers combine to urge President Roosevelt to allow them to "plow under" one-fifth of their stock? There certainly has been an overproduction of books these years and the trade needs some help when so many privileged classes, especially farmers and union-laborers of course, are receiving special favors from the Government.

This would make up in part for our loss through foreign exchange. I have had the pleasure of paying 50% more for German books than I sold them for; and \$45.00 for a set of Pope that I sold for \$40.00. In addition all buying of out-of-print books from abroad is stopped.

Incidentally, if we are permitted to destroy one-fifth of our stock, let it be in history and economics, whose teachings are ignored.

W. H. ALLEN

HORSE SENSE

Alcove Book Shop 816 Broadway, San Diego, Calif.

Editor, Publishers' Weekly:

The publishers could save many thousands of dollars by the exercise of a little horse sense.

Mine is a typical store of a large class. Primarily it is a used-book store, but we carry some 1500 titles of new books that fit in well, viz. reprints, remainders, dictionaries, etc. Yet we receive many bushels of circulars, display cards, etc., annually. Most of these go into the wastebasket unopened. The very few recently published books we buy are called to our attention by the best-seller lists in the *P. W.* Therefore the said bushels are an absolute waste on the part of the publishers. This could be avoided by pooling the reports of the travellers, and dropping from the mailing lists stores which they report as of this type.

We also receive many catalogs which duplicate those in the Trade List Annual. Stores of this type which purchase the T. L. A. might also well be dropped from catalog mailing lists.

ARTHUR H. GRANT

Market News

Recent Play Collections for Study and Production

EVERY WEEK this department prints a list of books on special subjects. We will be glad to receive suggestions from booksellers as to subjects which will be helpful to them.

A Collection of Boys' Plays. By Albert M. Brown. W. H. Baker, 50c.

PLAY-READINGS FOR SCHOOL, RADIO AND SCREEN TESTS. By Louise M. Frankenstein. S. French, \$1.50.

"Purpose Plays" for High School Assemblies; Vs. 2 and 3. By Dora Mary Macdonald. Northwestern Press, \$1 ea.

Kentucky Mountain Fantasies. By Percy MacKaye. S. French, \$1.

THE BEST PLAYS OF 1909-1919. Ed. by Burns Mantle and G. P. Sherwood. *Dodd*, *Mead*, \$3.75.

THE BEST PLAYS OF 1932-33. Ed. by Burns Mantle. *Dodd*, *Mead*, \$3.

Plays and Pupper Shows. School Arts Magazine; \$1.

SHORT PLAYS FROM AMERICAN HISTORY AND LITERATURE, v. 3. By Olive M. Price. S. French, \$1.75.

Lincoln Plays. By Anne P. Sanford. Dodd, Mead, \$2.50.

Comedies Seven. Ed. by Lee Owen Snook. Row, Peterson, \$1.50.

Modern One-Act Plays from the French. Comp. by Virginia Vernon and Frank Vernon. S. French, \$3.

Notice to Control Card Users

"DIAMOND RIVER MAN" by Eugene Cunningham (Houghton) has been postponed from Jan. 24th to Feb. 7th.

"The Land of Plenty" by Robert Cantwell (Farrar & Rinehart), which was originally scheduled for publication on Aug. 14th and then indefinitely postponed, is now scheduled for Feb. 19th.

"At 33" by Eva Le Gallienne (Longmans) was published Jan. 5th. The card for this book was made in 1933, dated "late fall."

Business Notes

BAYONNE, N. J.—The Book Centre, Inc. has moved from 642 Broadway to 541 Broadway.

Boston, Mass.—Stuart Street Bookstore has been opened by Edward I. Rogovin at 314 Stuart St.

CHICAGO, ILL.—Marie-Louise Daugherty has opened the Aquin at 64 E. Lake Street. The shop will specialize in Catholic Literature and good library titles. Publishers are requested to send catalogs.

New York City—Another Britannica Bookshop has been opened in the British Empire Building, Radio City. Miss C. L. DeHart is the manager.

New York City—A. Geduldig has opened the 5 & 10 Rental library at 196 Second Ave.

New York City—The Ideal Lending Library at 275 Seventh Ave. has been started by Maurice Cummings and Milton Levenson. They plan to install lending libraries.

NEW YORK CITY—The Rockefeller Center Bookshop has been opened in the R.C.A. Building, Radio City. The bookshop is operated by the Union News Co. and Edith M. Wells is the manager.

NORTH ADAMS, MASS.—Mrs. Walter E. Henneberg has opened the Idyll Book-Gift Shop, on Mausert Block, Park St. The shop will have books for sale and will operate a circulating library. Children's books will also be featured.

PHILADELPHIA, PA.—The Cellar Library, at 315 South Juniper Street, has been taken over by William E. Cash, Jr. Mr. Cash will continue working in the advertising department of the J. C. Winston Co., and will devote his evenings to the shop, doing the ordering, correspondence and book-keeping. His sister, Katherine Cash and his father will run the shop during the day. Greeting cards and non-fiction books will be added to the stock for sale.

Troy, N. Y.—H. E. Hallenbeck sold the Troy Book and Stationery Shop to Hugh Reynolds on December 30, 1933. Mr. Hallenbeck will be responsible for any debts contracted up to and including December 30, 1933.

Market News

One Month from Now - A Forecast

- FALLING STAR, by Vicki Baum. Doubleday, Doran, \$2.
- JULIA NEWBERRY'S SKETCH BOOK. Norton, \$2.50.
- THREE PLAYS, by G. Bernard Shaw. Dodd, Mead, \$2.50.
- FIRST OVER EVEREST, by Col. F. T. Etherton. *McBride*, \$3.50.
- VALOUR, by Warwick Deeping. McBride, \$2.
- AN ALTAR IN THE FIELDS, by Ludwig Lewisohn. *Harper*, \$2.50.
- MOSTLY CANALLERS, by Walter D. Edmonds. Little, Brown, \$2.50.
- SECRET SERVICE OPERATOR 13, by Robert W. Chambers. *Appleton-Century*, \$2.50.
- THE U. S. IN WORLD AFFAIRS IN 1933, by W. O. Scroggs and Charles Merz. Ed. by Walter Lippmann. *Harper*, \$3.
- THE WORLD IS YOURS, by G. B. Lancaster. Appleton-Century, \$2.50.
- DURANTY REPORTS RUSSIA, by Walter Duranty. Viking Press, \$2.75.

- Feb. 14. This novel of a motion picture star will have an elaborate window display—the proscenium of a theater with a moving screen.
- Feb. 14. Leading N. Y. stores will have Valentine Day window displays featuring this book in its three-color Victorian type jacket. There are 5,000 window display cards in two styles for dealers.
- Feb. 14. His newest plays, including "Too Good to Be True," in the same format as the former Brentano edition.
- Feb. 15. This account of the first aerial conquest of Mt. Everest sold 7,000 copies in its first two weeks in England. There will be a poster.
- Feb. 15. A novel with a World War background. Imprinted cards.
- Feb. 16. A big timely novel, a story of a young married couple in the world depression.
- Feb. 16. Short stories by the author of "Rome Haul," etc.
- Feb. 16. A tale of a Mata Hari of the Civil War. Extensive advertising plans. Imprint postcard will be available.
- Feb. 16. The "World Affairs" books always pile up a good sale. There will probably be a poster.
- Feb. 16. Author of the best-seller, "Pageant." This story of the Yukon will be thoroughly backed with advertising in all the large city newspapers and national magazines. Three color poster, 14x17½ and small cut-out figures of the characters in the book, mounted on easels will be available. Also imprint postcards.
- Feb. 19. The experiences of the N. Y. Times correspondent in Soviet Russia for the past twelve years.

Out This Week

- AT 33, by Eva Le Gallienne. Longmans, Green, \$3.50.
- THE ECONOMICS OF THE RECOVERY PRO-GRAM. Whittlesey House, \$1.50.
- THE MODERN WORLD, by H. C. Knapp-Fisher. Dutton, \$2.50.
- THE MOTHER, by Pearl S. Buck. John Day, \$2,50.
- Brentano's (N. Y.) has a whole window, and there are many other displays in N. Y. stores including the Drama Book Shop. These displays will be sent to stores in Chicago, Milwaukee, Madison, St. Louis, Detroit, etc., following Miss Le Gallienne's itinerary. Advertising in N. Y. papers, Atlantic Monthly, Theatre Arts Monthly, The Stage, etc.
- Seven Harvard economists discuss the New Deal. Is being advertised.
- How people in different countries live—a guide to international understanding. There are a limited number of elaborate window displays and a larger number of window cards.
- First advertising appropriation \$5,000 to cover three weeks in January. First printing, 50,000. Posters available.

Market News

The December Best Sellers

FICTION

- I. ANTHONY ADVERSE, by Hervey Allen. Farrar & Rinehart, \$3.
- 2. WITHIN THIS PRESENT, by Margaret Ayer Barnes. Houghton Mifflin, \$2.50.
- 3. ONE MORE RIVER, by John Galsworthy, Scribner, \$2.50.
- 4. OIL FOR THE LAMPS OF CHINA, by Alice Tisdale Hobart. Bobbs-Merrill, \$2.50.
- 5. THE BIRD OF DAWNING, by John Masefield. *Macmillan*, \$2.50.
- 6. AFTER SUCH PLEASURES, by Dorothy Parker. Viking Press, \$2.25.
- 7. MISS BISHOP, by Bess Streeter Aldrich. Appleton-Century, \$2.
- 8. BONFIRE, by Dorothy Canfield. Harcourt, Brace, \$2.50.
- 9. AS THE EARTH TURNS, by Gladys Hasty Carroll. *Macmillan*, \$2.50.
- 10. RABBLE IN ARMS, by Kenneth Roberts. Doubleday, Doran, \$2.50.

- Leading fiction during December at 74 out of the 95 stores sending us their best seller lists, it passed the 300,000 mark.
- 5th printing, totalling 65,000. Leader for December at four stores sending us their lists.
- A big December favorite in most stores, reported by 72 of them as a best seller.
- 6th printing. These four books were the big four in fiction at Christmas. They also led the November list.
- Did not quite make the list in November, but in December five stores, four of them in N. Y., gave it first place.
- Up from seventh place in November. A best seller at 52 stores.
- Christmas sales brought it up one place.
- A best seller at 37 stores.
- Christmas sales brought it back among the first ten after a month's absence. First in fiction at The Book Shop, Glass Block Store, Duluth.
- The second title new to the list. December leader at the Old Corner Book Store, Boston and Travers Book Store, Trenton.

NON-FICTION

- 1. CROWDED HOURS, by Alice Roosevelt Longworth. Scribner, \$3.
- 2. LIFE BEGINS AT FORTY, by Walter B. Pit-kin. Whittlesey House, \$1.50.
- 3. TESTAMENT OF YOUTH, by Vera Brittain. Macmillan, \$2.50.
- 4. THE AMERICAN PROCESSION, by Agnes Rogers and Frederick L. Allen. *Harper*, \$2.75.
- 5. THE MAN OF THE RENAISSANCE, by Ralph Roeder. Viking Press, \$3.50.
- 6. MARIE ANTOINETTE, by Stefan Zweig. Viking Press, \$3.50.
- 7. OVER HERE, by Mark Sullivan. Scribner, \$3.75.
- 8. MORE POWER TO YOU! by Walter B. Pitkin. Simon & Schuster, \$1.75.
- 9. THE EDWARDIAN ERA, by André Maurois. Appleton-Century, \$3.
- 10. POOR SPLENDID WINGS, by Frances Winwar. Little, Brown, \$3.50.

- The best seller in non-fiction at 19 stores sending us their lists. It was second in November.
- Almost neck and neck with "Crowded Hours."

 It was first in 18 stores, but Mrs. Longworth's book had a few more votes.
- Has been steadily gaining since publication three months ago. Up from sixth in November. December leader at five stores in different sections of the country.
- Jumped from eighth place in November. Six stores listed it as their best seller for December.
- Three stores gave it first place. It's starting 1934 with an additional \$2500 worth of advertising.
- December best seller at four stores.
- The second new title on the non-fiction list. Best in non-fiction sales at three stores.
- A December best seller at 41 stores sending us their lists.
- December best seller at Remington, Putnam's, Baltimore; Kroch's, Chicago and Whitmore & Smith, Richmond.
- 5th printing. A best seller at 23 stores sending us their lists.

Sp: Sports Tr: Travel

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

	Ar: Fine Arts Bi: Biography Bu: Business	Dr: Drama Ec: Economics Fi: Fiction	Ju:	History Juveniles Music	Po: Poetry Re: Religion Sc: Science
tion) [c. '32] Atkins, Will	young man. 20 N. Y. [Burt] ard Earl and W	7ubnig, Arthur (bibls.) il., diagrs	.75 Ec	Diet ar environme Advice woman on	otta Jean and personality; ent. 232p. D c. and information how to adapt the ypes and to mo
	textbook in econo	omics for high school Recovery program			Albert Perry
Bailey, Floss Pioneer day of the life of	ie Enyart s in the Wabash Gene Stratton I	Valley, with a rev Porter. 84p. il. O dricks Bros. Co.,	iew [c.	ed. by Wa front.), m	me state and collision of the state and collisio
E. Market		pap.,	.75	Brown, I	Douglass V. ar

Baxter, Gregory, pseud. [John Ressich and Eric de Banzie] Murder could not kill. 256p. D ['34] N. Y.,

Late one night Robin Foster saw murder done in a lonely stretch of Hyde Park, and from that moment became involved in dangerous and murderous events centering around an American girl.

Becker, Carl

The Declaration of Independence. 286p. O '33 N. Y., Peter Smith 2.50

Belasco, David Dr The return of Peter Grimm; a play in three acts. 143p. il., diagr. D (French's standard lib. ed.) c.

'15, '33 N. Y., S. French pap., .75 Re The four Gospels, according to the eastern version;

tr. from the Aramaic by George M. Lamsa. 254p. maps S '33 c. Phil., A. J. Holman Co. 2.50-4.00, bxd.

Bloor, Charles Phillip Bi A different story in the history of life. 144P. front. (por.) D '33 c. Bost., Meador 1.50

The author tells how he made a success of life in spite of being stricken he was two years old.

ty; fitting food to type and oc. N. Y., Macmillan 2.00 tion for the average man and t their diet intelligently to their modern living conditions.

ry and McFarlane,

continent [b'k 2]. Missouri 339p. (bibl. notes) il. (col. l.) O (Our world and our-., Amer. B'k 1.32

and others Ec The economics of the Recovery Program. 200p. D c. N. Y., Whittlesey House Seven economists of Harvard University analyze the New Deal.

Browne, Eleanore Make me yours. 238p. D [c. '34] N. Y., Macau-Perry Bannister, who had quite a reputation as a Don Juan, found himself in an alarming and amusing predicament during a house party at a Mexican hacienda with six of his loves present.

Buck, Pearl Sydenstricker [Mrs. John Lossing The mother. 302p. O [c. '34] N. Y., John Day

A quiet and simple story of a Chinese woman and other, who exemplifies the universal qualities of

Bulliet, Clarence Joseph Art masterpieces in a Century of Progress Fine Arts Exhibition at the Art Institute of Chicago. no p. il. Q [c. '33] Chic., Sterling North, 400 W. Madison St.

An informal discussion, by the art critic of the Chicago Daily News, of the art masterpieces that were exhibited at the 1933 Century of Progress Fair, with many reproductions of the pictures.

This List aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus:

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

JANUARY 13, 1934 Hi Burton, O. E. A study in creative history. 320p. O '33 N. Y., Peter Smith 3.50 Candlin, Clara M., tr. The herald wind; translations of Sung dynasty poems, lyrics and songs. 113p. S (Wisdom of the East ser.) ['34] N. Y., Dutton 1.20 Cary, Melbert B., jr. Stille Nacht, heilige Nacht; lim. ed. O '33 N. Y., Press of Woolly Whale half lea., priv. pr. Chamberlain, John Aldrich Commercial law; a practical treatise covering the fundamental principles of law as applied to business in general, with special reference to the common law affecting commercial transactions [rev. ed.]. 308p. front. O '34, c. '10-'33 Chic., Amer. Technical Soc.

Ri Chesterton, Gilbert Keith St. Thomas Aquinas. 26op. D'33 c. N. Y., Sheed & Ward A study of the life and philosophy of St. Thomas

Cohan, George Michael The tavern; a play in two acts. 100p. il., diagr. D (French's standard lib. ed.) c. '18-'33 N. Y., pap., .75 S. French

Collet, Joseph The private letter books of Joseph Collet, sometime Governor of Fort St. George, Madras; ed. by H. H. Dodwell. 28op. front. (col. por.), map O ['34] N. Y., Longmans

The personal account of the struggle of an English merchant to retrieve his fortunes by service in the East India Company as Deputy Governor of Bencoolen and Governor of Madras from 1711 to 1719.

Compton, Alfred Donaldson, ed.

A brief anthology of British prose and verse; v. 1. 555p. '33 N. Y., College of City of N. Y., 139th St. and Convent Ave.

Congreve, William The way of the world; a play; ed. by W. P. Barrett. 157p. front. (por.) T (Temple dramatists)
['34] [N. Y., Dutton] .70

Corday, Michel The Paris front; an unpublished diary: 1914-1918; tr. from the French. 395p. O [c. '34] N. Y., Dut-

The war diary of the author, a well-known French writer, who held an important position in the French Civil Service and was in the center of affairs in Paris.

Cox, Philip The Rani of Jhansi; a historical play in four acts. 120p. D '33 N. Y., Peter Smith

Culbertson, Ely Libro azul de "bridge" por contrato; tr. [from the English] by Luis A. Lara. 585p. S [c. '33] N. Y., Appleton-Century

Bi Cunningham, Robert Newton Peter Anthony Motteux, 1663-1718. 218p. (bibl.) O '33 N. Y., Peter Smith

David, Evan John For love and gold. 316p. D [c. '34] N. Y., Macaulay A romance laid in Alaska during the gold rush.

Davis, W. S. The influence of wealth in imperial Rome. 340p. O '33 N. Y., Peter Smith

The effects of handedness on "range of attention" scores. 16p. diagrs. O (Univ. of Ore. pub'n v. 4, no. 5; Studies in psych. v. 1, bull. 5) '34 Eugene, Ore., Univ. of Ore.

Bartsch, Paul Station records of the first Johnson-Smithsonian Deep-Sea Expedition. 31p. front., map (col.) O (Smithsonian misc. coll. v. 91, no. 1) '33 Wash., D. C., Smithsonian Inst. pap., apply pap., apply

[Bennett, M. K. and Farnsworth, Helen C.] The world wheat situation, 1932-33; a review of the crop year. 71p. (bibl. footnotes) diagrs. Q (Wheat studies, v. 10, no. 3) c. '33 Stanford Univ., Cal., Food Research Inst. pap., 1.00

Berry, Gwendolyn Hughes
Idleness and the health of a neighborhood; a social study of the Mulberry district [New York City].
109p. (bibl. footnotes) map, diagrs. O c. '33 [N. Y.],
N. Y. Ass'n for Improving the Condition of the Poor,
105 E. 22nd St.

pap., 1.00

Bible chronology in brief; an index-summary, designed to aid the ordinary Sunday school scholar in placing biblical events in their chronological order. 28p. S [n. d.] Central City, Nebr., Fitch Bros. pap., .30 Billet, Roy O.

Provisions for individual differences, marking, and promotion. 482p. (bibl. footnotes) maps. diagrs. O (Office of Educ. bull., 1932, no. 17; Nat'l Survey of Secondary Educ. monograph no. 13) 33 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .40

Bohnert, Joseph L.

The handwriting on the wall; a drama of the California missions [2nd rev. ed.]. 78p. S [c. '31, '33] [Saratoga, Calif., Author] pap., .60

Brunner, Edmund deS.
In relief of debtors. 29p. diagrs. O (Nat'l crisis ser.) [c. '33] N. Y., Teachers Coll., Columbia Univ. pap., .25

Buller, Arthur Henry Researches on fungi, v. 5. 429p. (il., diagrs. O ['34] N. Y., Longmans 429p. (bibl. footnotes)

California from legendary island to statehood. 27p. il O [c. '33] [San Marino, Cal., Henry E. Hunting ton Lib.] pap., apply pap., apply

Carmody, Francis J.

Le répertoire de l'Opéra-Comique en vaudevilles de 1708 à 1764. 66p. (2p. bibl.) diagrs. O (Univ. of Cal. pub'ns in modern philology, v. 16, no. 4) '33 Berkeley, Cal., Univ. of Cal. Press pap., apply

Case, John
The strength of materials; a treatise on the theory of stress calculations for engineers; 2nd ed. 566p. (bibl. footnotes) diagrs. O ['34] [N. Y., Longmans]

Clark, J. Allen and Bayles, B. B.
Varieties of common white wheat. 22p. il., maps O (Farmers' bull. no. 1707) ['33] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.]

Coggins, F. Heath Observations of a cynic. 62p. S '33 Balt., F. Heath Coggins & Co., 2117 N. Charles St. pap., 1.00

Cooper, Esther L. and Fuller, Elizabeth
This too, too solid flesh; a comedy in one act. 16p.
diagr. S c. '33 N. Y., S. French
pap., .30 pap., .30

Cooper, J. M. Range sheep production. 36p. il., diagrs. O (Farmers' bull. no. 1710) ['33] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap., .05

Daley, Sister Benita
Drill exercises in French; rev. ed. 129p. S c. '33
Utica, N. Y., Author, 1122 Summit Pl. pap., apply

Drex, Alexander

The A B C of wines, cocktails and liqueurs. 48p. il. D '33 N. Y., Crown Pub. Co., 237 E. 20th St.

Duryea, Jennie Sworn

The inner Voice. 277p. il. D [c. '33] [Huntington, L. I., N. Y., Author, 265 Nassau Ave.] A romance in which religion and the influence of a Christian home play vital parts.

Edmunds, Sterling

The federal octopus in 1933; a survey of the destruction of constitutional government and of civil and economic liberty in the United States and the rise of an all-embracing federal bureaucratic despotism; 3rd ed. 158p. O '33 c. [Wash., D. C., Grosvenor Dawe, 3341-18th St., N. W.]

Edwards, Lionel Dalhousie Robertson Sketches in stable and kennel. il. (pt. col.) F ['33] N. Y., Scribner Reproductions of sketches and paintings of horses and dogs, with short descriptive text.

Eggleston, Edward

Transit of civilization from England to America in the seventeenth century. 344p. O '33 N. Y., Peter Smith

Elder, Robert

The Bravies. 61p. il. D '33 c. Bost., Meador 1.00 A story in verse about the Bravies. a band of young men formed for the purpose of helping the sick and needy in British Columbia.

Foresman, Robert Books of songs; b'ks 1 and 2. 192p.; 207p. D

(Three-b'k ser.) [c. '33] N. Y., Amer. B'k .72; .76

Books of songs; b'k 3. 256p. O (Three-b'k ser.) [c. '33] N. Y., Amer. B'k .88 Songs suitable for elementary and secondary school music work.

Gage, Thomas

The correspondence of General Thomas Gage with the Secretaries of State and with the War Office and the Treasury, 1763-1775; comp. and ed. by Clarence Edwin Carter, v. 2. 740p. O (Yale historical pub'ns, manuscripts and edited texts, 12) '33 c. New Haven, Yale bds., 5.00

Gillet. A. F. Titan and Volcan. 170p. D '33 c. Bost., Meador

Great Georgian houses of America. 254p. il. F '33 N. Y., Kalkhoff Press, 305 E. 45th St.

Hastings, Thomas

Ar Thomas Hastings, architect; collected writings together with a memoir by David Gray. 261p. O 3 c. Bost., Houghton bds., 3.50 A collection of the writings of an American architect Bost., Houghton who died in 1929.

Hauck, Mrs. Louise Platt [Lane Archer, Peter Ash, Louise Landon, pseuds.]

Bill had an umbrella. 302p. D [c. '34] Phil., Penn

Bill absent-mindedly picked up an umbrella that didn't belong to him and let himself in for a hectic three months full of romance.

Haynes, Benjamin Rudolph and Graham, Jessie Problems in business education. 146p. S [c. '33] Los Angeles, Univ. B'k Store, Univ. of So. Cal. 1.00 Projects for university students of business educa-

Hicky, Daniel Whitehead

Thirteen sonnets of Georgia, 1733-1933 [lim. numbered, signed ed.]. 3op. il. O [c. '33] [Atlanta, Frank Rowsey, 223 Courtland St., N. E.] 2.00 Written to commemorate Georgia's bicentennial year.

Hillgarth, Alan [originally Alan Hugh Hillgarth Evans]

The black mountain. 379p. D '34, c. '33 N. Y., Knopf

The story of an Indian boy of Bolivia whose education into the ways of the white man makes him wish to belong to the white race, until finally, after an amazing political career, he surrenders to the call of his own people.

Holand, Hjalmar Rued

Wisconsin's Belgian community; an account of the early events in the Belgian settlement of northeastern Wisconsin, with particular reference to the Belgians in Door County. 105p. il. O (Peninsula historical review, v. 7) '33 Ephraim, Wis., Door County Historical Soc.

Housman, Laurence Angels and ministers, and other Victorian plays.

236p. D '33 N. Y., Peter Smith Howard, Sidney Coe Dr

The late Christopher Bean; a comedy in three acts. 138p. il., diagr. D (French's standard lib. ed.) c. '32, '33 N. Y., S. French pap., .75

* Dr Hugo, Victor Marie, comte Amy Robsart; a drama in five acts; tr. [from the French] by Ethel Turner Blair and Evelyn Blair. 141p. D [c. '33] Bost., Christopher

Husband, Richard Wellington

Applied psychology. 669p. (bibls.) il., diagrs. O N. Y., Harper A textbook for college courses in applied psychology.

Delougaz, P.

1, Plano-convex bricks and the methods of their employment; 2, The treatment of clay tablets in the field. 68p. (bibl. footnotes) il., diagrs. O (Oriental Inst., Univ. of Chic. studies in ancient oriental civilization, no. 7) [c. '33] Chic., Univ. of Chic. Press

Eastman, Fred Our lean years; a play in one act. 30p. diagrs. D c '33 N. Y., S. French pap., .35

Ehrlich, Ida Lublenski Changing places; comedy in one act. 12p. D [c '27] N. Y., S. French

Etruria [the chief Etruscan antiquities of Italy]. 43p. il., map D [n. d.] [N. Y., Italian Tourist Information Office] pap., gratis

Fiske, Frank Bennett
Life and death of Sitting Bull. 72p. il. D [c. '33]
Ft. Yates, N. D., Author pap., 1.00 Ford Harriet

Youth must be served; comedy in one act. 16p. D [c '26, '27] N. Y., S. French pap., .35

Hillyer, Mary W. and others
Looking forward; discussion outlines 1934. 35p. (bibls.) D c. N. Y., League for Industrial Democracy pap., .15

Holdsworth, Mrs. John [Lucy Violet Hodgkin]

Anima: the pilgrim of the Cross. 62p. il. S ['34]
N. Y., Longmans pap., .15

Hughes, Glenn
Red carnations; comedy in one act. 12p. D [c. '25]
N. Y., S. French
pap., .35

Jackson, Willard Clinton, comp.

The standard philatelic dictionary. 62p. S ['33] Fort Worth, Tex., Reimers & Jackson, 711 Flatiron Bldg. pap., .35

Johnston, Priscilla, ed.

Mill book; drawings and rhymes by children for children. il. O '33 Bost., Bruce Humphries

pap., 1.00

Jones, Bassett

Horses and apples; a study of index numbers. 132p. (bibl. footnotes) D [c. '34] N. Y., John Day

An analysis of the methods used by economists for determining index numbers.

Kawin, Ethel

Children of preschool age. 365p. (bibls.) front., diagrs. O (Behavior Research Fund monographs)

[c. '34] Chic., Univ. of Chic. Press 3.50

Studies in socio-economic status, social adjustment and mental ability, with illustrative cases.

Klette, Ernest Fi

The gold of Fiddler's Gulch. 150p. il., map D'33 c. Los Angeles, Overland-Outwest Pub'ns

A story of two mining partners of '49, and the search for their hidden treasure by their grand-children of today.

Knapp, Jack Stuart Dr

Lighting the stage with homemade equipment.
93p. (2p. bibl.) diagrs. D [c. '33] Bost., W. H.
Baker bds., 1.25
A practical manual for the lighting director.

Knapp-Fisher, Hubert Clinton

The modern world; a pageant of today. 447p. (bibl. footnotes) il., maps D [c. '34] N. Y., Dutton

A description of the life, customs, government, industries, etc., of the various countries of the world designed to promote better international understanding of other peoples.

Leacock, Stephen Butler B

Charles Dickens, his life and work. 334p. il. O '34, c. '33, '34 Garden City, N. Y., Doubleday 3.00 A well-known humorist and author presents a human portrait of the famous English novelist of the 19th century, and evaluates his works.

Le Gallienne, Eva Bi At thirty-three. 270p. il. O c. N. Y., Longmans

At thirty-three, Miss Le Gallienne tells the story of her life, which has already been widely recognized as one of distinguished achievement. Her childhood, early contact with great artists, first theatrical success and her work as director of the Civic Repertory Theatre in New York are all described.

Lyde, Lionel W. and Garnett, Alice

Time and place [relation of geography to history]. 184p. il., maps D '33 N. Y., Peter Smith .80

Lyon, Mabel Dana and Hughston, Josephine

The bathtub murder. 206p. D [c. '33] San Francisco, Williams Pub. Co., 330 Jackson St. 2.00 Wynne West, newspaper woman, solves the murder of Claire Linden whose body was found in the bathtub.

McCall, Mary Caldwell, jr. [Mrs. Dwight Franklin] Fi

The goldfish bowl. 298p. D (Copyright fiction) [c. '32] N. Y., Burt .75

McDonald, Laetitia [Mrs. Wallace Irwin] Fi Silver platter. 370p. D [c. '34] N. Y., Farrar & Rinehart 2.00

The story of Vicky Pyne who had a great deal of money, youth and charm but who found she was not happy in her marriage nor in the extravagant, futile life of the wealthy on Long Island in pre-depression days.

McIlhenny, E. A., comp.

Befo' de war spirituals; words and melodies. 255p.
il. O [c. '33] Bost., Christopher 3.00
A collection of old Negro spirituals.

Mackenna, Robert William

As shadows lengthen. 234p. front. (por.) D '33 N. Y., Dutton 1.75 The later essays of an English author, with a memoir by his son.

Mahr, Alexander Ec

Monetary stability and how to achieve it. 27p.

(hihl footnotes) D (Public policy pamphlets no. 0)

(bibl. footnotes) D (Public policy pamphlets no. 9) [c. '33] Chic., Univ. of Chic. Press pap., .25

Manning, Helen Taft Hi

British colonial government after the American Revolution, 1782-1820. 580p. (7p. bibl. note) O (Yale historical pub'ns miscellany, 26) '33 c. New Haven, Yale 4.00

The author is Dean of Bryn Mawr College.

Marston, John Dr The malcontent; a play; ed. by G. B. Harrison.

The malcontent; a play; ed. by G. B. Harrison. 142p. front. T (Temple dramatists) ['34] [N. Y., Dutton] .70

Massingham, Dorothy and MacDonald, Murray

The lake; a play in three acts. 123p. D '33 c. Garden City, N. Y., Doubleday 1.50
This play is now running on Broadway, starring Katharine Hepburn.

Inge, William Ralph
The story of Paula [Inge]. 29p. front (por.) S
['34] N. Y., Longmans pap., .40
Iones, Henry Arthur

Jones, Henry Arthur
The knife; drama in one act. 18p. D [c. '25]
N. Y., S. French

18p. D [c. '25]
pap., .35

Kimberly, Arthur E. and Emley, Adelaide L.

A study of the removal of sulphur dioxide from library air. 9p. (bibl. footnotes) diagrs. O (Bur. of Standards misc. pub'n no. 142) '33 Wash., D. C., Gov't Pr. Off.; Sup't of Doc.

Figure 1 William C.

Kimmel, William G.

Instruction in the social studies. 110p. (bibl. footnotes)
O (Office of Educ. bull., 1932, no. 17; Nat'l Survey
of Secondary Educ. monograph no. 21) '33 Wash.,
D. C., Gov't Pr. Off.; Sup't of Doc. pap., 10

Marshall, Leon C.
The changed scene in industry and transportation.

290. diagrs. O (Nat'l crisis ser.) [c. '33] N. Y., Teachers Coll., Columbia Univ. pap., .25

Miller, Herman
Moods of the Wissahickon; drawings of Philadelphia's famous woodland park in various seasons, no p. il. F c. '33 Phil., Univ. of Pa. Press pap., 2.00

Moodie, Roy L.

A popular guide to the nature and the environment of the fossil vertebrates of New York, 122p. (9p. bibl.) il., maps, diagrs. D (N. Y. State Mus. handb'k 12) c. '33 Albany, N. Y., Univ. of State of N. Y.

Moon, Parker Thomas, ed.

Current problems of unemployment and recovery measures in operation. 117p. O (Proceedings of Acad. of Political Sci., v. 15, no. 4) c. '34 N. Y., Academy of Political Science, Columbia Univ. pap., 2.50

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Dowe of the

pap., .45

Roll

Morris, Winfield Scott Re Jesus, King of kings. 152p. front. D '33, c. '34 Bost., Meador

The life of Jesus as a fulfillment of Old Testament prophecy.

Mulford, Clarence Edward The round-up. 312p. D (Copyright fiction) [c. '32, '33] N. Y., Burt

Orczy, Emmuska, baroness [Mrs. Montagu

The way of the Scarlet Pimpernel. 308p. D c. N. Y., Putnam A new Scarlet Pimpernel tale of the French Revo-

Patrick, Diana, pseud. [Mrs. Desemea Newman

This our heritage; a novel. 287p. D [c. '34] N. Y., Dutton

Iris Barclay, attractive and forty, finds romance in the south of France while taking a vacation from her English husband.

Peirce, Charles Sanders

Collected papers of Charles Sanders Peirce; v. 4, The simplest mathematics; ed. by Charles Hartshorne and Paul Weiss [philosophy]. 611p. diagrs. O '33 Cambridge, Mass., Harvard

Potter, Jeffery Watson

Columbus, discovery and settlement of the western world by Europeans; a narrative poem. 179p. front. (por.) O '33 Wakefield, R. I., H. B. Perry pap., 1.00

Pushkin, Alksandr Sergieevich ★ Fi

The captain's daughter, and other tales [tr. from the Russian by Natalie Duddington]. 277p. (bibl. notes) S (Everyman's lib. no. 898) ['34] N. Y., Dutton flex. cl., .70

Roche, Arthur Somers [Eric MacHaye, pseud.]

The wrong wife. 302p. D (Copyright fiction) [c. '31, '32] N. Y., Burt

Ryder, Violet and Doust, H. B.

Make your own job; opportunities in unusual vocations. 217p. (bibls.) D '33 c. N. Y., H. W. Wilson

Short stories which tell the experiences of fifty men and women in building up new businesses for themselves after being unemployed.

Serjeantson, Mary S. and Broughton, Leslie N.,

Annual bibliography of English language and literature; v. 13, 1932; ed. for the Modern Humanities Research Association. 282p. O ['34] [N. Y., R. R. Bowker Co.]

Sharp, Robert Farquharson

A short biographical dictionary of foreign literature. 309p. (bibls.) S (Everyman's lib. no. 900) ['34] N. Y., Dutton flex. cl., .70
A short biography of each author is given, and a list of the first editions of his works. About five hundred and fifty foreign authors (European non-English) are included.

Stebbins, Mrs. Lucy Poate Gorgeous Towers. 307p. D [c. '34] Phil., Penn

The romance of Delight Dale who thought that the ost she wanted was to become engaged to Stanley Garth.

Stringer, Arthur John Arbuthnott Marriage by capture. 316p. D (Copyright fiction) [c. '32, '33] [N. Y., Burt]

Terrell, Alexander W.

From Texas to Mexico and the court of Maximilian in 1865; ed. by Fannie Ratchford; lim. ed. il. '33 Dallas, B'k Club of Texas 6.00, to members

Thomas, Norman Mattoon

The New Deal; a Socialist analysis. 19p. front. (por.) O (Issues of the day, no. 3) '33 Chic., Socialist Party of America

Thorington, James Monroe Mont Blanc sideshow; the life and times of Albert Smith. 270p. (8p. bibl.) il. O c. Phil., Winston

The biography of a London doctor who abandoned medicine for journalism and had many adventures in the Alps, Egypt, China, and other parts of the world.

Tocqueville, Alexis Charles Henri Maurice Clérel de

L'ancien régime; tr. [from the French] by M. W. Patterson. 234p. D '33 N. Y., Peter Smith

Varounis, Georges

An introduction to French wines and spirits. 68p. diagrs. D '33 c. Los Angeles, Franco-American Wine Co., Lane Mortgage Bldg., 8th and Spring Sts. pap., 1.00

Nicholson, Kenyon

Meet the missus! comedy in one act. 11p. D [c. '23] N. Y., S. French Ranson, Richard R.

Electric meters; a practical treatise on direct-current

and alternating-current meters, measurements of power and resistance, reading and testing of watt-hour and graphic meters. 232p. il., diagrs. O '34, c. '33 Chic., Amer. Technical Soc. 2.00 Report of the Secretary of Agriculture 1933. 110p. Of 33 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. 0

pap., .10 Rice, Elmer

The passing of Chow-Chow; comedy in one act. 19p. D [c. 25] N. Y., S. French pap., .35

Richey, Frederick D.
Corn culture. 28p. il., maps, diagrs. O (Farmers' bull. no. 1714) ['33] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.]

Scudder, Kenyon J. and Beam, Kenneth S.
Why have delinquents? 48p. diagrs. O [c. '33]
[Los Angeles, Rotary Club of Los Angeles, Biltmore

Stiebeling, Hazel K. and Ward, Medora W.
Diets at four levels of nutritive content and cost. 58p.
(2p. bibl.) diagrs. O (U. S. Dept. of Agri. circular no. 296) '33 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

Van Tuyl, George H. Workbook in practical arithmetic. 157p. O [c. '33] N. Y., Amer. B'k

What do you know about that? a book for children containing some of the strange and wonderful things to be found in the Encyclopaedia Britannica; introd. by "Believe It or Not" Ripley. 7op. il., diagrs. D [c. '33] N. Y., Encyclopaedia Britannica pap., apply

Winsor, L. M. The barrier system for control of floods in mountain streams. 24p. il., diagrs. O (U. S. Dept. of Agri. misc. pub'n no. 165) '33 Wash., D. C. [Gov't Pr. Off.; Sup't of Doc.)

Woodhouse, Chase Going and Williams, Faith M.
Comparison of schedule and account methods of collecting data on family living. 42p. (bibl.) O (U. S. Dept. of Agri, technical bull. no. 386) '33 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

Wallace, Edgar	Fi
The mystery of the frightened lady. 312p	. D
(Copyright fiction) [c. '32, '33] N. Y., Burt	.75
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The white devil; a play; ed. by G. B. Harri	ison.
182p. front. T (Temple dramatists) ['34] [N.	Y.,
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Plays by Webster and Ford. 351p. (bibl. n	ote)
S (Everyman's lib. no. 899) ['34] N. Y., Du	tton
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don]. 256p. D '33 N. Y., Peter Smith	2.50

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Zola, Emile				★ Fi

Germinal; tr. [from the French] by Havelock Ellis. 432p. (bibl. note) S (Everyman's lib. no. 897) ['34] N. Y., Dutton flex. cl., .70

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OLD & RARE BOOKS

FREDERICK M. HOPKINS

THE MOST IMPORTANT SALE of Americana now in sight for this season, comprising the library of Edmund A. Funke, the Revolutionary library of Dr. William Sturgis Thomas, and other important properties, consisting of rare books, broadsides, documents, autographs, maps, newspapers, paintings and ship models, will be dispersed in a three session sale at the American Anderson Galleries, on January 17 and 18. The 698 lots include a wide range of original source historical material of great interest, and much of it of great rarity. An extensive group of exceedingly rare early Massachusetts session laws covers a period from 1673 to 1680. A collection of some of the rarest official broadsides of Colonial Massachusetts, 1675-1680, includes several relating to King Phillip's War. These session laws and broadsides were the official printed copies retained in the files of Edward Rawson, secretary of the Colony of Massachusetts. They were all printed by Samuel Green, of

Cambridge. Of the series of nine broadsides apparently none have been sold at auction; six are unique, and of the remaining three, only one other copy of each is known, those being in public institutions. The official seal of the Colony of Massachusetts, which heads most of these items, was engraved by John Foster, the first American engraver and the first Boston printer. A broadside which marks the first engagement of the American navy, in which John Paul Jones first served under the American flag, is apparently unique. Two broadsides relating to the first incorporated bank in America are apparently the only copies known. A broadside relating to the expedition of Gen. Forbes to occupy Fort Duquesne, in 1758, recording the first step in the settlement of what is now Pittsburgh, is unknown to all bibliographers and possibly unique. The Logansport, Indiana, "Pharos" broadside, announcing the assassination of President Lincoln, is appar-

ently the only copy known. An important collection of original manuscript material of the American Revolution, by or relating to Captain Andrew Fitch, a "minute man" at Lexington who helped to enlist many of the Connecticut troops that besieged Boston and who took part in the Battle of Bunker Hill, include letters signed by General Israel Putnam, two orderly books, and letters by General Silliman and others. These public and confidential papers of Captain Fitch contain hundreds of details unknown or little known to American history. Of great importance are two original manuscript journals of Sullivan's campaign against the Indians of Western New York, 1779-1780. One of these journals by Samuel M. Shute, second lieutenant in the Second New Jersey infantry, records day-by-day events, with comment, explanations and descriptions. The other journal by Ebenezer Elmer, surgeon in the Second New Jersey regiment, is a fine historical, scientific and literary manuscript, a very unusual combination of important historical data, a ready-reference hand-book of his profession, and a repository for songs and verses of the army. Other important autograph letters, documents, and manuscripts are the original contract for the sale of four steamboats built by Robert Fulton; the original log, letter and account books of Captain Nathaniel Sillsbee; the autograph manuscript draft of the original constitution of the Society of the Cincinnati, May, 1783, by Major Samuel Shaw; and numerous autograph letters of Signers of the Declaration of Independence and the Presidents of the United States. A fine series of rare Colonial newspapers includes the Pennsylvania Chronicle and Universal Advertiser, comprising the complete issue of Vol. III, January, 1769, to January, 1770, with thirteen rare postscripts and an uncommon supplement; three rare numbers of The Boston News-Letter, 1724-1725, the first newspaper established in America; an important issue of The Boston Evening Post, March 12, 1770, containing the original newspaper account of the Boston Massacre; and four extremely rare issues of The New York Weekly Journal, three of which were published by Peter Zenger while under arrest. A fine assemblage of first editions and books printed by Benjamin Franklin includes an exceedingly rare example of his boyhood printing, Cotton Mather's "Virgilius," Boston, 1719, printed by Franklin when he was

in his fourteenth year, while managing the business of his brother. William Smith's "Sermon Preached in Christ Church," Philadelphia, 1755, is one of three known copies. Franklin's "Pocket Almanack of the Year 1743," is one of two known copies, the other being in the Library of Congress. Of the many rare volumes of American history, including explorations, Colonial, Revolutionary War, and early Western items, a few representative items include Captain John Smith's "Generall Historie of Virginia, New England and the Summer Isles," London, 1624; Bishop's "New England," London, 1661, relating to Quaker persecution in New England; Groome's "Glass for the People of New England," London, 1676, only three copies of which are recorded; Tonti's "Account of de la Salle Last Expedition and Discoveries in North America," London, 1698; Samuel Hopkins's "Historical Memoirs, Relating to the Housatunuk Indians," Boston, 1753; Filson's "Discovery and Settlement of the Present State of Kentucke," Wilmington, 1784, giving the first account of the adventures of Daniel Boone; Sanders' "History of the Indian Wars," Montpelier, 1812, one of the rarest books relating to the North American Indians; and Hatton's "Songs of Tammany; or, the Indian Chief," New York, 1794, apparently one of three copies. This limited space does not enable us to more than glance at the wealth of material in this sale. We have attempted to call particular attention to the original source character and the extreme rarity of much of the material in this interesting selection from many collections.

THE ARTICLE, "Standardizing Cataloging Terms," printed in the recent annual rare book number of The Publishers' Weekly, has awakened considerable interest in the subject. A majority of the letters that have come to us have been from collectors, and all approve our point of view. One said: "I will not buy a book from a catalog containing descriptions or notes that I know to be exaggerated or untrue. After many unpleasant experiences, I have come positively to this decision." Another said: "Some American catalogs, typographically and bibliographically, are admirable—and some are an offense. I cannot tolerate tricky or over-smart cataloging." Mr. Charles F. Heartman, editor of The American Book Collector, in referring to the article said: "I am afraid that Mr. Hopkins's noble attempt will be an appeal in vain.

Standardization means cooperation and that I must repeat is impossible. This is mainly due to the unintelligent rabble which has drifted of late years into the book business without any understanding of the aims and principles of collecting. . . . Persons who are daily confronted with the necessity of passing upon books, like, for instance, Mr. Swann of the American Anderson Galleries] and to a limited extent, myself, are horrified to find what is considered a choice copy by sellers." Heartman should not be too pessimistic. We have been hearing from some of these newcomers among the booksellers. One said, "I was interested in your article and stung by Mr. Heartman's comment. . . . I do not want to be included in the 'rabble' and I am personally going to watch our cataloging Another suggested the publication of a handbook for catalogers, "a better one than is now obtainable," and he suggested that some competent authority compile such a guide, and before printing have such men as Mr. Heartman, Mr. Swann and Dr. Rosenbach give the copy their "constructive criticism" in order that the work might be "representative of the best practice in the rare book trade." This is a good and intelligent suggestion in our opinion.

A Box containing a hundred, or more, letters by Charles Dickens deposited in the British Museum by the novelist's daughter, the late Mrs. Perung Perugini may now be made available to the public following the death of Sir Henry Dickens. The daughter desired that the letters, which are understood to throw new light on Dickens's domestic life and his work and his associations, be reserved during the lifetime of his children. Their further reservation rests on the museum's trustees. If it is decided to release them, some time must elapse before they can be inspected, as they must be bound first.

EDMUND NICHOLLS, former publisher of the Bookseller and Collector of New York, has started in business at I Barter Street, London, with Andrew Block as Business Manager. From this office is being issued a monthly periodical for collectors called *The Plain Dealer* with John Gawsworth as Literary Editor, and Mr. Nicholls as Managing Editor. The magazine began publication in October. It consists of thirty-two pages and a self-cover.

Auction Calendar

Monday Morning, January 15, at 11 o'clock. Rare Americana, books and pamphlets, including many important and rare historical items and a few first editions. (Items 213.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.

Wednesday afternoon and evening, January 17, at 2:15 and 8:15 and thursday afternoon, January 18, at 2:15. Historical Americana comprising the splendid library of Edmund A. Funke of New York, the Revolutionary Library of Dr. William Sturgis Thomas of New York, and other important properties. (Items 698.) American Art Association Anderson Galleries, Inc., 30 East 57th St., New York City.

Tuesday afternoon, January 23, at 2 o'clock. The famous collection of the late Frederic de Coppet. (Part 4; Items 583.) J. C. Morgenthau & Co., Inc., 23 West 47th St., New York City.

Catalogs Received

- AMERICANA, AUTOGRAPHS, ETC. (No. 22; Item 119.) The American Autograph Shop, Ridley Park, Pa.
- AMERICANA, BOOKS AND PAMPHLETS. (New Series No. 16.) Henry Stevens, Son & Stiles, 39 Great Russell St., London, W. C 1, England.
- Anabaptistica, five centuries of social ideas. (No. 31; Items 129.) L. U. A. Brecher, Freiheitsplatz 8, Brunn, Czechoslovakia.
- BIBLIOGRAPHY, LIBRARIES AND PRINTING. (No. 130; Items 568.) Grafton & Co., Coptic House, 51 Great Russell Street, London, W. C. 1, England.
- BOOKS AND AUTOGRAPHS. (No. 144; Items 114.) Walter M. Hill, 25 East Washington St., Chicago, Ill.
- BOOKS ON FINE AND APPLIED ARTS. (No. 69; Items 1068.) E. Weyhe, 794 Lexington Ave., New York City.
- Fiction, biography, poetry, etc. The Kelbie Bookshop, 194 East Main St., Mount Kisco, N. Y.
- FICTION AND JUVENILES. H. R. Huntting Co., Springfield, Mass.
- Fiction and miscellaneous books. H. R. Huntting Co., Springfield, Mass.
- Fine arts. (No. 26; Items 916.) Marks & Co., 84 Charing Cross Road, London, W. C. 2, England.
- Fine prints. (Items 2811.) The Weyhe Gallery, 794 Lexington Ave., New York City.
- First editions of American authors. (No. 5; Items 89.) Crompton T. Johnson, 84 Trumbull St., Hartford, Conn.
- First editions, Biography, Fiction, etc. (Items 114.)
 Roy Vernon Sowers, 451 Post St., San Francisco,
 Cal.
- First editions in fine condition. (No. 8.) Maxwell O. Hunley, 1131 South Rexford Dr., Los Angeles, Cal.
- FIRST EDITIONS, MISCELLANEOUS LITERATURE AND A SELECTION OF BOOKS PRINTED BY THE GRABHORN PRESS. (No. 16; Items 150.) David Magee, 480 Post St., San Francisco, Cal.
- Modern first editions. Lincoln Book Shop, 301 Center St., Chicago, Ill.
- Modern First editions. (No. 58; Items 411.) G. A. Baker & Co., Inc., 480 Lexington Ave., New York City.
- NEUROLOGIE, PSYCHIATRIE, PSYCHOLOGIE. (No. 686; Items 2223.) Gustav Fock, Schlossgasse 7, Leipzig, C. 1, Germany.
- OLD BOOKS AND PRINTS. (Items 28.) Stanley O. Bezanson, 31 Ames Bldg., 1 Court St., Boston, Mass.

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- OLD ENGLISH NEWS TRACTS AND NEWSPAPERS. (No 302; Items 239.) Ellis, 29 New Bond St., London, W. I, England.
- ORIENTAL HISTORY. (No. 481; Items 1656.) Bernard Quaritch, Ltd., 11 Grafton St., New Bond St., London, W. 1, England.
- ORIENTALIA, BOOKS AND PRINTS RELATING TO ALL PARTS OF ASIA. (No. 566; Items 1043.) Francis Edwards, Ltd., 83 High St., Marylebone, W. 1, England.
- RARE AMERICAN VOYAGES, TRAVELS, MAPS, ETC. (No. 209; Items 97.) The Export Book Co., 3 Havelock Terrace, Preston, England.

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American Autograph Shop, Ridley Park, Pa.
Autographs. Historical and Literary. Fine single pieces or large collections, also large quantities of autographical material.
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Americana before 1750.

Amer. B'd of Commissioners for Foreign Missions, Pub. Dept., 14 Beacon St., Boston Nicholas Nickleby. David Copperfield. Longfellow's complete Poems.

Amer. Dime Novel Exch., 2 E. 23rd St., N. Y.
Dime Novels, Nickel Novels, Beadles, Tousey,
Street & Smith, Munro, others.

American Merchant Marine Library Association,
67 Wall St., New York
Merle Johnson. American First Editions.
Bruce McDaniel. The Desert; God's Crucible.
Badger Press. 1926.
Joly. Legends in Japanese Art.

William H. Andre, Denver, Col. Shakespeare Identified. Pub. by Stokes. Occult Life of Jesus Christ. Smythe. Progress in Flying Machines. O. Chanute.

Antioch Bookplate Co., Yellow Springs, Ohio The Perfect Wagnerite. Shaw.

Antique Book Shop, 1024 W. 7th St., Los Angeles Wells. H. G. Science of Life. Sat. Eve. Post. March 18, 1922. Mrs. Wait Kimble's Lectures. Early copy. Aquin Book Shop, 64 E. Lake St., Chicago, III. Beck. Our Wonderland of Bureaucracy. Charnwood. Life of Theodore Roosevelt. Gairdner. Life of Henry VIIth. Klein. The Land of the Strenuous Life. Mercier. Manual of Scholastic Philosophy. Vol. 2. Rostovtzeff. A History of the Ancient World.

Archway Book Store, 47 N. 9th St., Philadelphia Random Rhymes and Odd Numbers. Irving. Crown Jewels Poetry. The Wonderful in This World's History. Bryan and Redpath. Land's End; British Birds; Fan. W. H. Hudson. Jones. Hist. Juniata Valley. Catholicism and Christianity. Cadoux.

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Several copies of each.

Jos. Baer & Co., Hochstr. 6, Frankfurt a.M., Ger. Dickson. L. E. History of Theory of Numbers. Vols. 1, 2. Wash. 1919-1920. (Carnegie Inst. Pub. 256.)
Underhill. Spanish Literat. in Engld. of the Tudors. 1899.

G. A. Baker & Co., 480 Lexington Ave., N. Y. Beveridge. Life of Marshall. 4 vols. 1st ed. Fuller. Chevalier De Pensieri. Forbes, R. B. Personal Reminiscences. 3rd ed. Boston. 1892.
Ford. Hon. Peter Stirling. 1st edition. 1894. Irving. Giovanni Spogarro. New York. 1820. Wallace. American Stud Book. Vol. 1. 1867. Cervantes. Don Quixote. Illustrated by Vierge. 4 vols. Scribner.

Baker & Taylor Co., 55 5th Ave., New York Electrolytic Dissociation Theory. Abegg.

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Cornell Co-operative Society, Ithaca, N. Y. Maugham. Andalusia. No. 5 Borzoi Pocket Classics.

Corner Bookstore, 109 N. Tioga St., Ithaca, N.Y. The Morgan Horse Register. Vol. 1.

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N. V. Dekker & v.d. Vegt, Utrecht, Holland Transactions of the Society of Motion Picture Engineers. Vol. 1 up till 13. Turner Mole-cular Association. 1915.

Electrical Review Nr. 2890.

American Machinist. Vol. 68, Nrs. 2 and 9;
Vol. 67, Nr. 21; Vol. 66, Nrs. 1-2 and 25.

Bureau of Standards Technological Paper 94, Edwards Effusion Messort. Post Office Electrical Engineers Journal. Vol. 25,

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Must be New York. 1841. Long. Irish Sport of Yesterday. 3 copies. Lowell, Abbott L. Essays on Government.

Lowell, Abbott L. Essays on Government. Boston. 1889.

Meyers, C. L. Bibliography of Colonial Costume.
N. Y. 1923.

Montefiore. Judaism and St. Paul.

Munsell, J. Collections on the History of Albany.

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Nineteenth Century Charleston, S. C. Vol. II.

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Walters. Ferns. American Nature Series.
Webb. Celestial Objects for Common Telescopes.
Weems. Life of Washington. 1st edition, not dated. Phila. 1800.
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From His Writings, etc. N. Y. 1915.
Wells, Henry W. Poetic Imagery Illustrated from Elizabethan Literature.
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White, G. Starr. Finer Forces of Aura Nature;
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Wonder, Wm. Reciprocity.
Wylie, L. J. Studies in the Evolution of English

Criticism. Boston. 1894.

Young Steam Engineers Guide and the Abortion (sic) of Young Steam Engineers Guide.

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Eastwood Book Store, 2622 James, Syracuse, N.Y. Keyes Family Genealogy.

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American Jrl. of Physiology. Vols. 35, 36, 37, 51, 52, 53.
International Review of Agriculture. 1911 to

1930.

1930.
Surgery, Gynecology and Obstetrics. Vol. 1, Nos. 8, 11; vol. 2, No. 1.
American Jrl. of Mathematics. Vols. 23, 35 to 55.
American Jrl. of Science. Vols. 50, 151, 152, 163 to 168, 171 to 174, 179 to 222.
Annals of Mathematics. 1884 to 1933.

Journal of Mathematics and Physics. Vols. 1 to 11.

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Maxwell, W. H. Wild Sports of the West.
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Va. Mag. of Hist. Vols. 24-39, inclusive.
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Hittell. Adventures of James Capen Adams.
Colonial Soc. Publ. Vols. 6 and 8.
Poems of J. Dwyer Joyce. 1876.
Our English Home. Its Hist. and Progress. Ox-

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ford. 1860. ent. Loyalist Poetry of Revolution.

Sargent. Loyalist Poems Scott. Cathedral Builders. Veech. Monongahela, Pa. of Old. 1910. Memoirs of Gen. James Wilkinson. 3 vols.

American Cook Books before 1850. Bartlett. American and Canadian Scenery. Indian Captivities.

Confed. imprints, music, almanacs, laws, etc. Genealogies: Carter, 1884, 1912; Cassell, 1896; Chase, 1894; Coffin, 1881; Cole, 1908; Cole, 1920; Mead, 1901; Wells, 1878.

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Foreign Policy Assoc. Information Service. Vol. 2, No. 2, March 25, 1926.

Gilbert. Evolution of Tactics. 1907 Harte. Phyllis of the Sierras. Harris. Altar of Fellowship. 1913.

Dictionary of Christ and the Gospels. Vol. 2.

Book of Black Bass. Henshall.

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